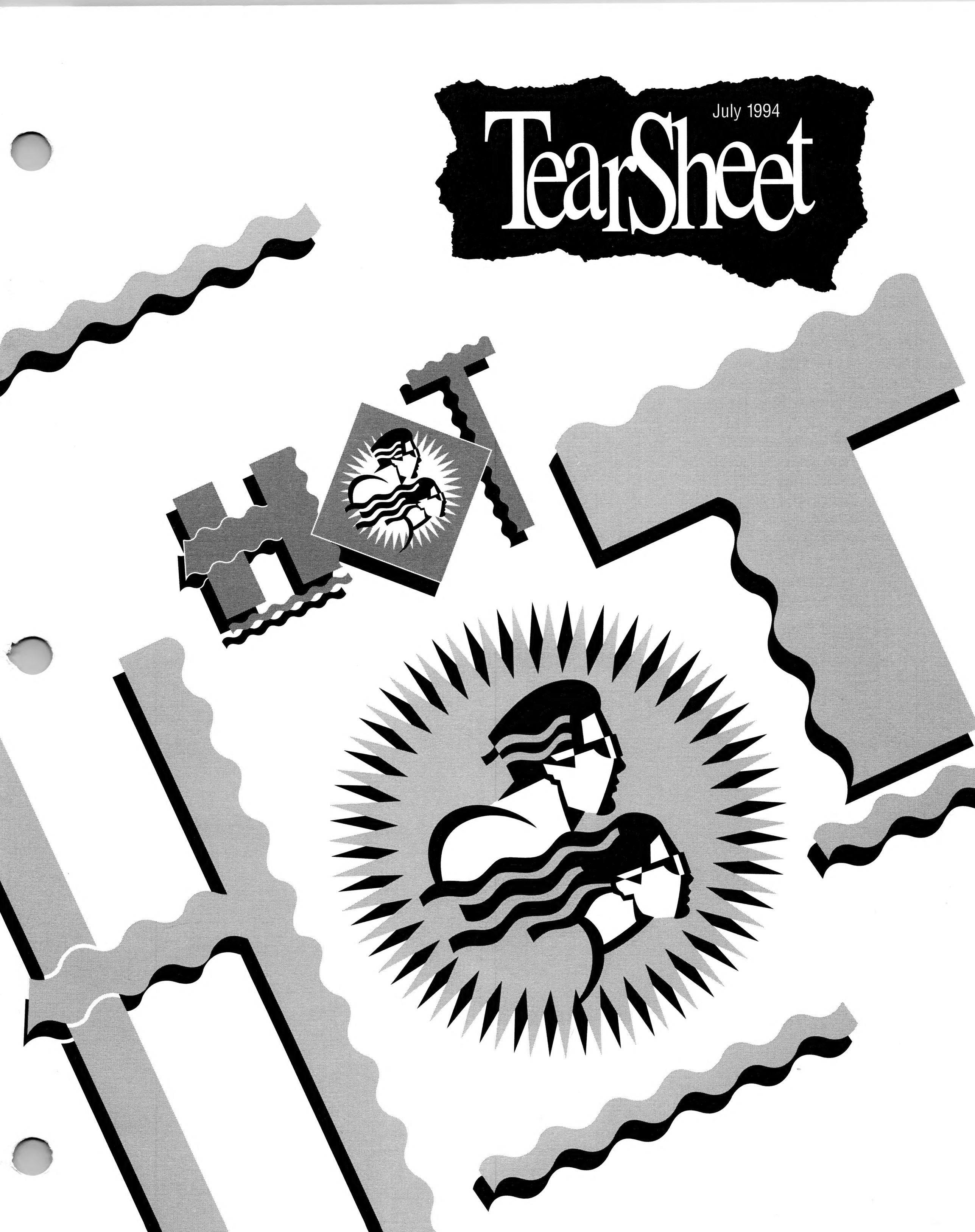
July 1994

# TearSheet

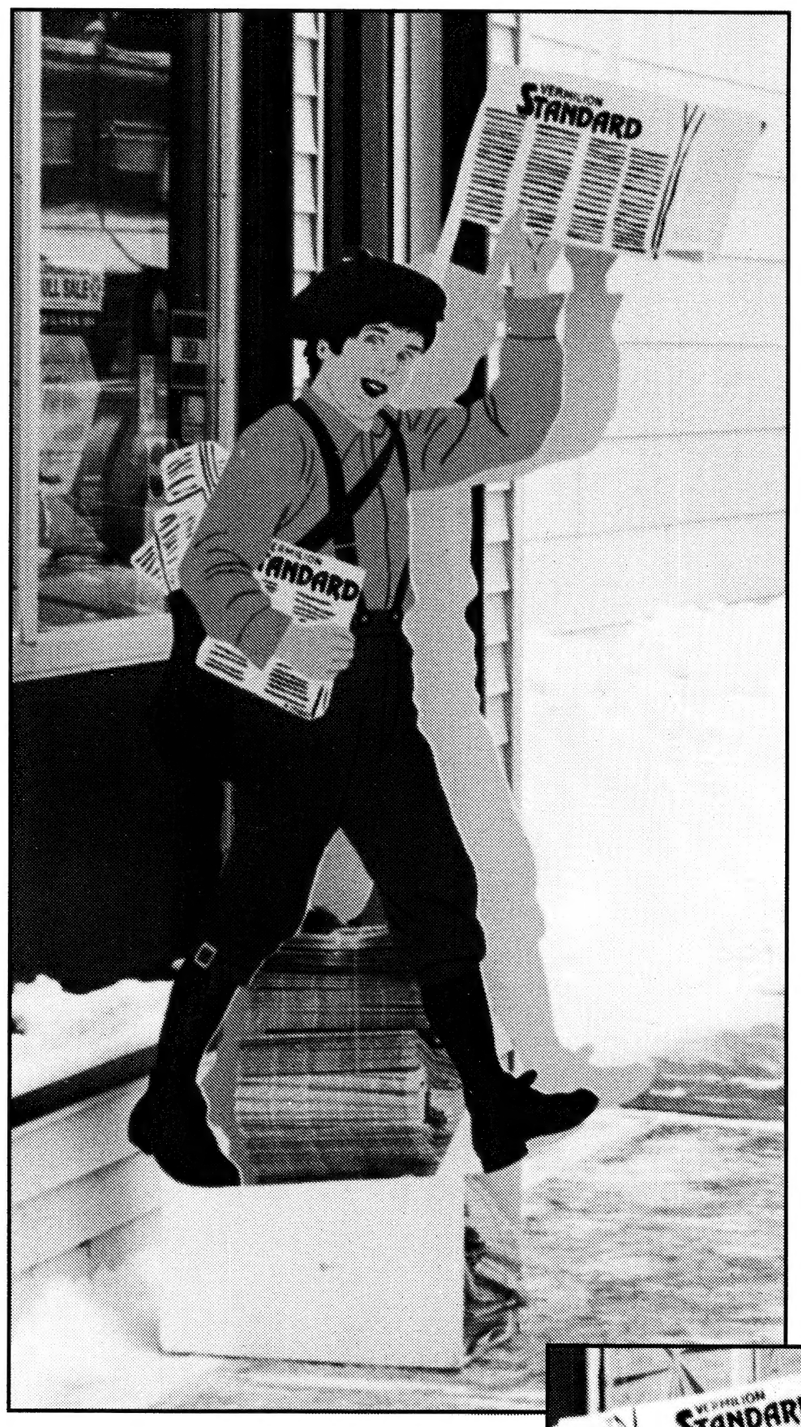


# Case Histories

## Steve Dills

Publisher
Vermilion Standard
4917 South Ave. Box 750
Vermilion Alberta T0B4M0

Extra! Extra! You can do more with *PMS* art than simply use it for newspaper ads. Dills writes, "A local carpenter was able to copy your artwork and construct a street sign for our business. A bundle of newspapers keeps the two-sided figure from blowing over in the wind." *PMS* newspaper carrier from Sept. 90, page 17.




Views from both sides

# Case Histories

## Carol Opolka

Graphic Artist
New Testament Baptist
Church/Dade Christian School
6601 N.W. 167th St.
Miami, FL 33015

Angels from Dec. 92 *PMS,* page 8, combined with column from Mar. 92 *Clipper*, page 16, and marble from Oct. 89 *Clipper*, page 22, to create this festive Christmas program. Printed in red, dark green, and screens of dark green on ivory stock.

# Oh, What a Christmas!

### *Word of Welcome*

We would like to thank you for coming to this year's Christmas musical, "Oh, What a Christmas!" If this is your first time at New Testament Baptist Church, we hope that you feel welcome. Relax and enjoy yourself as you watch and listen to the program. When the time comes for you to participate, please do so enthusiastically!

Listen carefully as the timeless story of the birth of Jesus Christ is told, the story of a King who became one of us, so that we could be like Him. It is our prayer that you carefully consider what Jesus did for you. If there is any way we may be of assistance to you, do not hesitate to ask.

### *Program:*

The Most Wonderful Time of Year
Sing We Now
Christmas Carol Sing-along
Feliz Navidad
The Twelve Days of Christmas
All is Well
God Rest Ye Merry Gentlemen
Christmas Carol Medley
They Followed His Star
The Love Medley
Oh, What a Love
He Gave the Greatest Gift of All
A Word from Pastor Nowery
I Have Seen the Light
Gloria
We Wish You a Merry Christmas

# Case Histories

## Larry Gaylord

Graphic Artist
Binghamton Press Co.
4421 Vestal Parkway E.
Vestal, NY 13850

"*PMS* comes through again," writes Gaylord. "This...special Easter promotion cover came out great. The client was very pleased!" Bunny and eggs from Mar. 91, page 4, and "Easter" lettering from April 90 *PMS*, page 2. Printed in black, lavender, and a screen of lavender on newspaper stock.

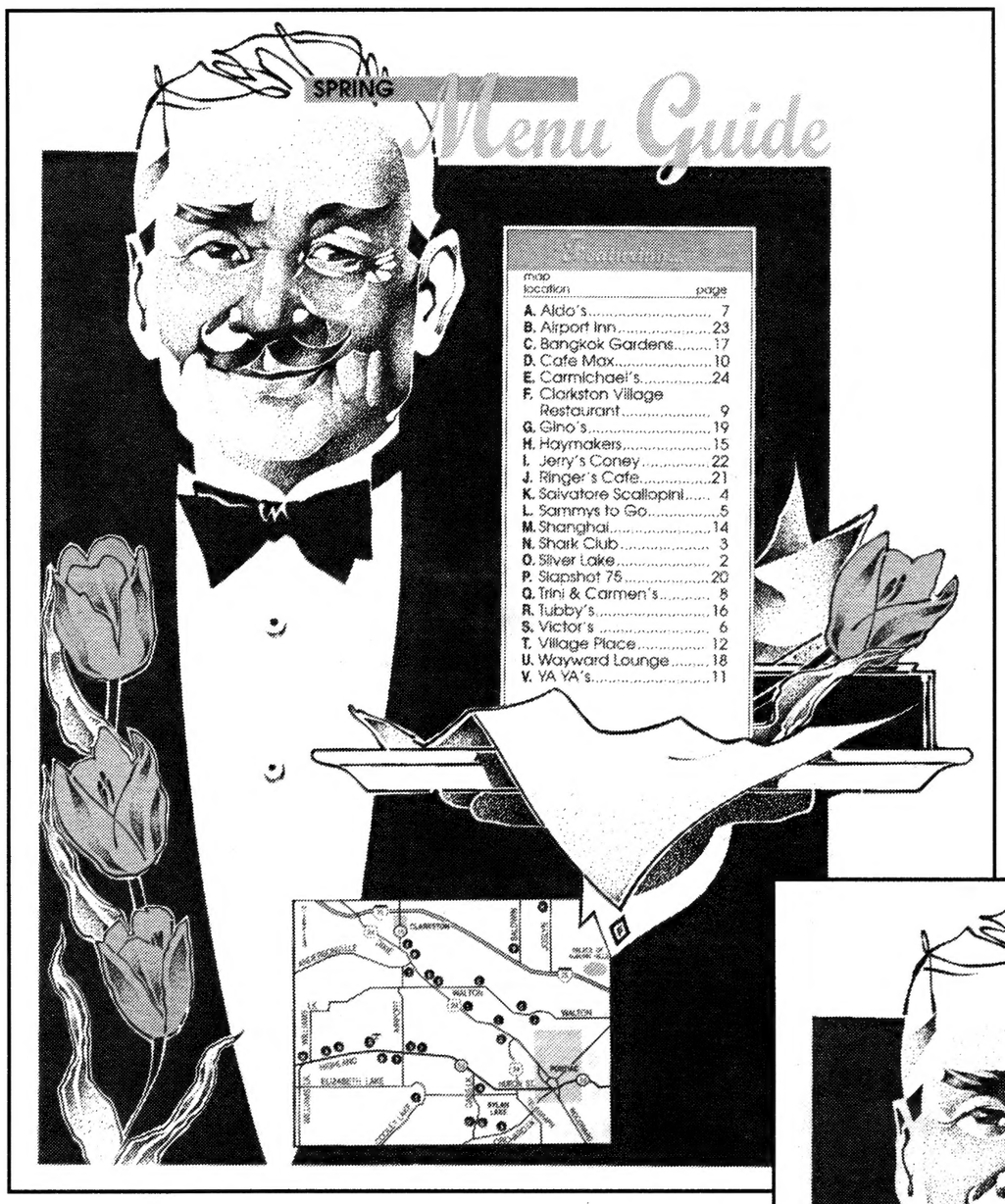
Pre-
Faster
SALE
at the
OAKDALE
MALL
March
25th–28th
The EASTER BUNNY in Center-Court
Monday–Saturday 10:30 to 4:30, 5:30 to
8:30; Sunday 12 to 5 (photos available)
The Miracle of Life - Hatching of Baby Chicks
Plus... the Annual Cancer Society Playhouse is on
exhibit. You can help fight cancer by buying a chance to win
this wonderful playhouse.
Exit 70N. Route 17, Harry L. Drive, Johnson City
Mall Hours: Monday thru Saturday 10am to 9pm, Sunday 12 to 5pm

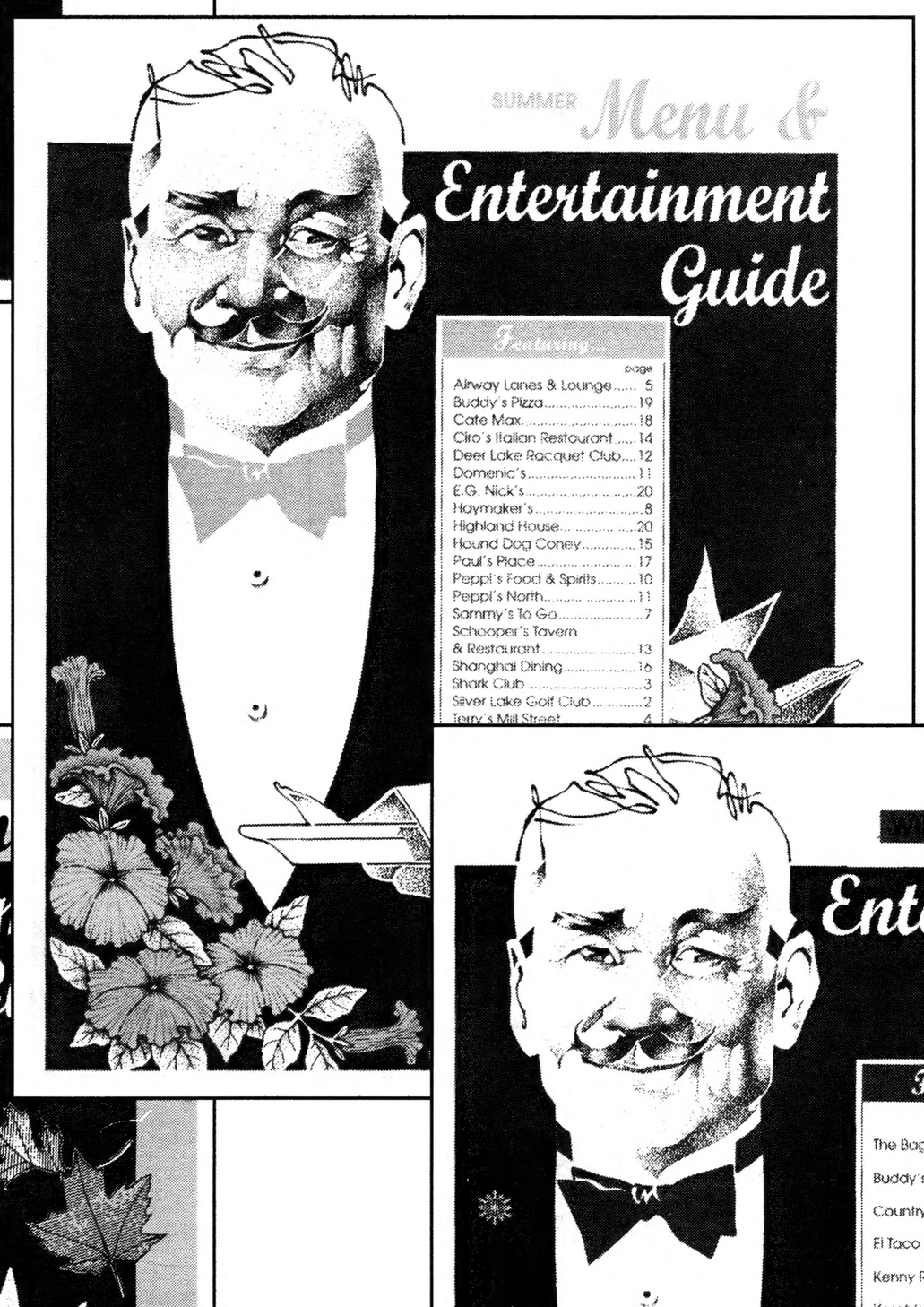
# Case Histories

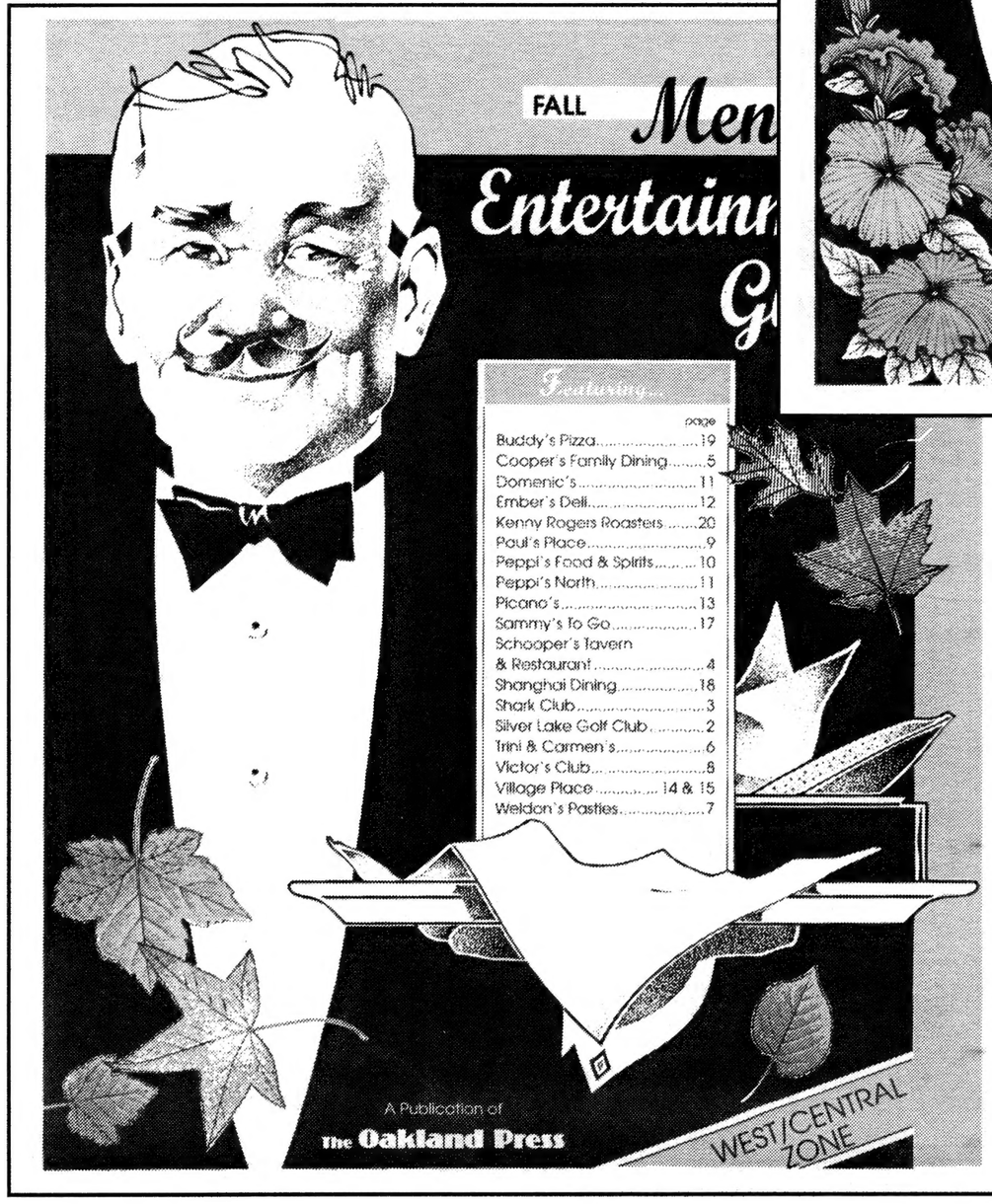
## Kathryn Butler

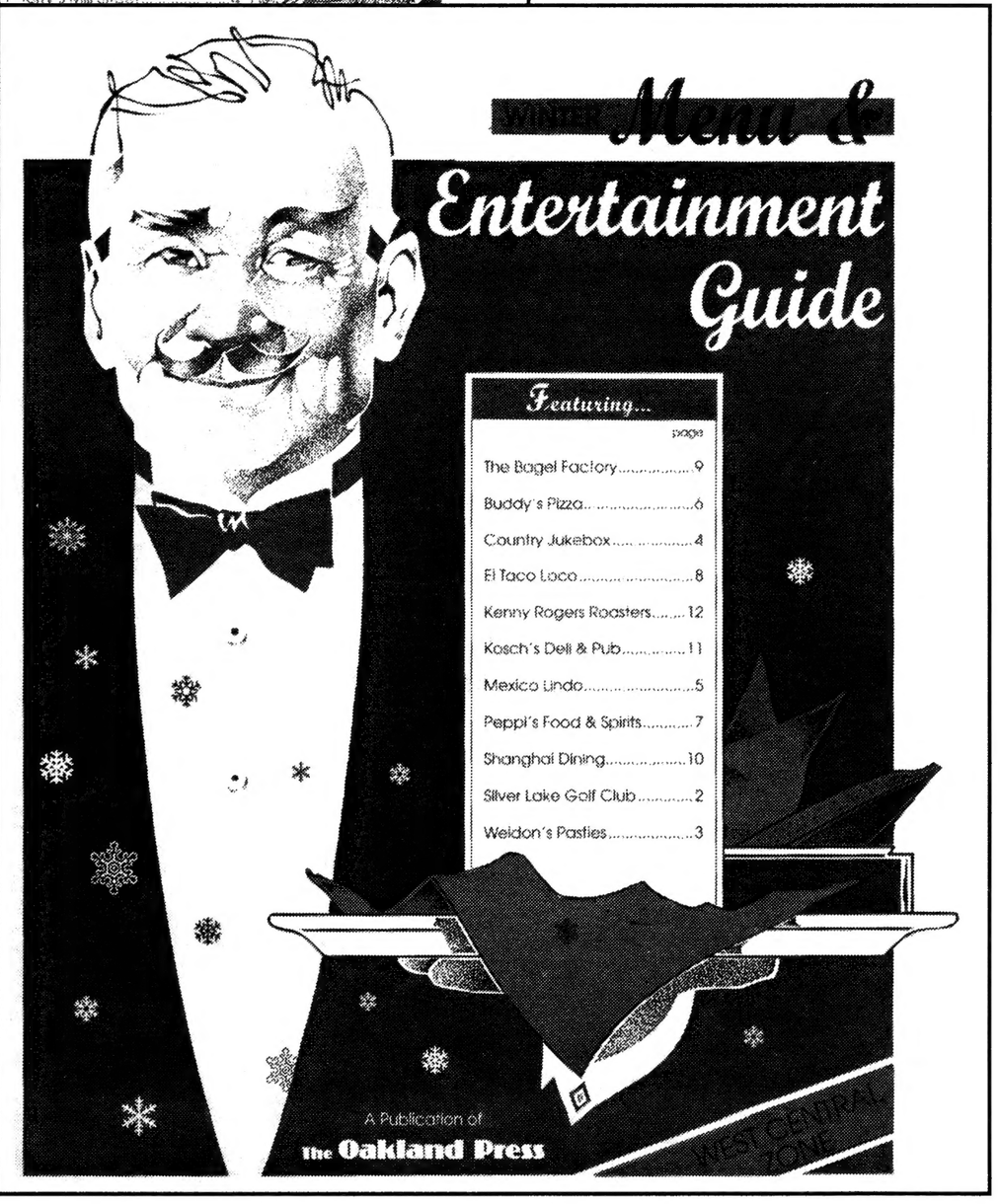
Retail Sales Supervisor
The Oakland Press
48 W. Huron
Pontiac, MI 48342

Seasonal additions to April 91 *PMS* waiter, page 6, made it simple to create menu and entertainment guide covers. Tulips from Feb. 92, page 2, added to spring cover; leaves lifted from Sept. 92, page 18, ready-to-go ad frame added to fall cover. Spring guide accented with magenta, summer with red, fall with orange, and winter with blue.



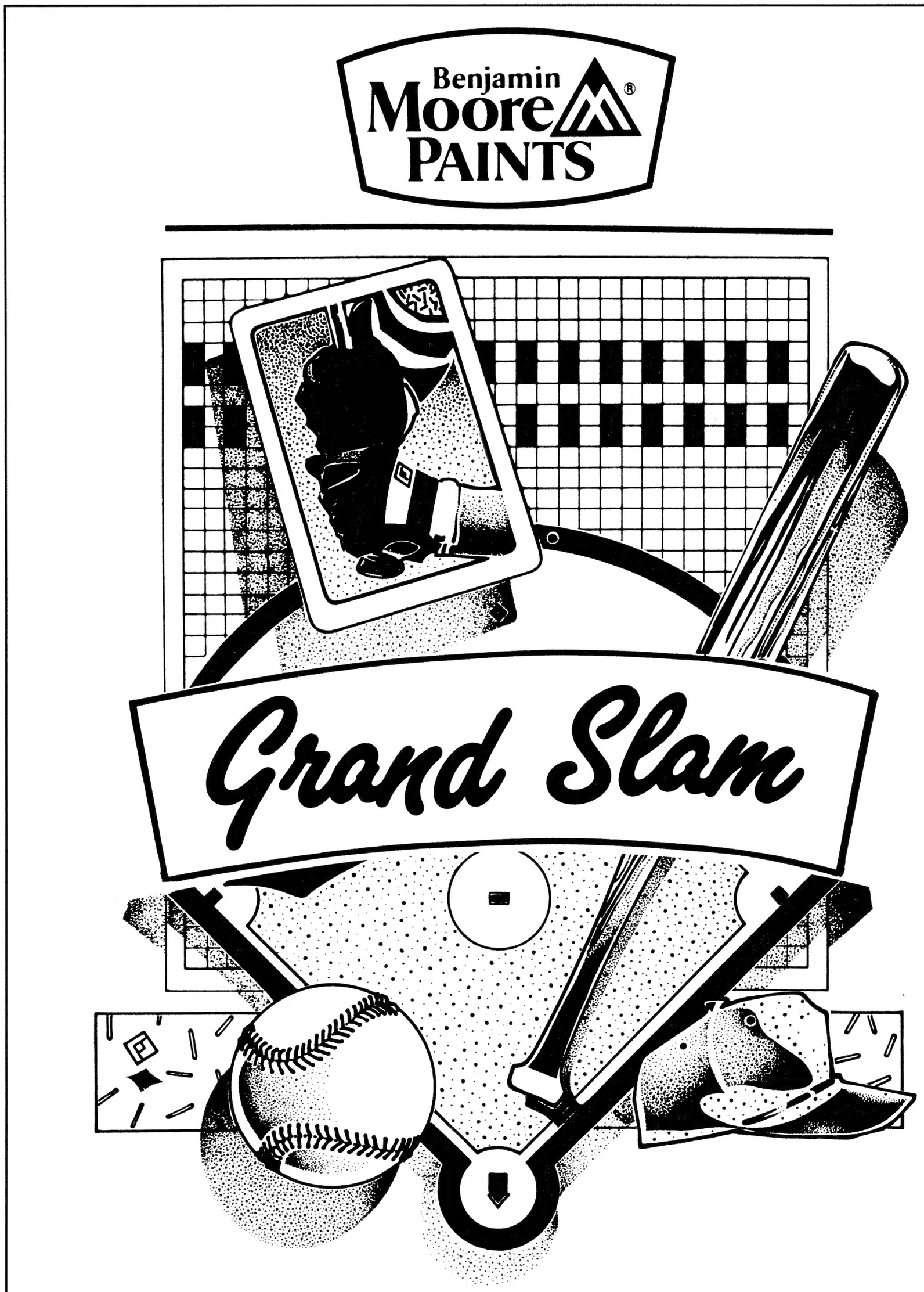



# Case Histories


## Chris Schmied

Graphic Designer
Corporate Interface
3058 Franze Dr.
Mississauga Ontario L5A ZR7


Baseball montage from June 87 *PMS*, page 2, scores big on cover for a sales incentive program for Falcon Promotions of Toronto. Original lettering removed from art and replaced with "Grand Slam" in mortice. Printed in red, green, and black on slick white stock.



# Case Histories

## David Patteson

Advertising/Marketing Artist
The Commercial Appeal
495 Union Ave.
Memphis, TN 38103

Silhouette fashion figures printed in color and combined with bold black type to construct this striking call to advertisers. Cover art (Nov. 93 *PMS*, page 6) and type enlarged, repeated on inside spread, and girl with umbrella (lifted from April 93 *PMS* ready-to-go ad frame, page 18) added. Printed in red, blue, black, orange, and purple, on white card stock.

spring fashion
SUNDAY, MARCH 20, 1994
BROADSHEET SPECIAL SECTION
The season's freshest fashions will strut across our pages on March 20th – lacy frocks for ladies, tailored suits for men, frilly Easter finery for youngsters, plus hats, scarfs, shirts and ties, purses, shoes and jewelry to complete each outfit.
Mid-South shoppers will get a colorful preview of Spring Fashion. Don't miss this opportunity to place your ad where the fashion-conscious among our 690,000 Sunday readers will see it.
PROOF DEADLINE:
FRIDAY, MARCH 11, 5:30 P.M.
NO-PROOF DEADLINE:
MONDAY, MARCH 14, 5:30 P.M.
The Commercial Appeal's SPRING FASHION special section will reach 84% of the purchasers of women's clothing and 86% of the purchasers of men's clothing in the Memphis MSA.
Contact your advertising account representative today, or call 901/529-2251 to reserve space in the SPRING FASHION special section.
LOCAL ADVERTISING 901/529-2251
NATIONAL ADVERTISING 901/529-2239
CLASSIFIED ADVERTISING 901/529-2745
Represented nationally by Sawyer-Ferguson-Walker with advertising offices in Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Miami, New York, Philadelphia and San Francisco.
THE COMMERCIAL APPEAL
495 UNION AVENUE, MEMPHIS, TN 38103
SOURCE: Belden Associates CMS, 1992
1/94/1M

For *PMS* Cover Story and Trade Show information please see the inside front cover of *Print Media Service.*

"Back-To-School" July 88 Print Media Service

# Back to School

Headline Mar 88 Print Media Service

## MIX AND MATCH

Pick up borders, headlines and decorative lettering from previous issues of *Print Media Service* to complement current silhouette, realistic, cartoon, and stylized art.

Musical notes June 91 Clipper

## TOTALLY AWESOME!

Buy one CD or tape at regular price, get the second one for half price. Expires 7/31/94.

Ben's Music Shop

4739 East Beaufort

*After school treat*

**Get their favorite dinner delivered to your door**

This special offer good Monday through Friday from 4 p.m. to 8 p.m.

**$9.95** One large pizza w/ two toppings, one liter of soda

Joe's Pizza Place

876 Lincoln Avenue • Call 555.3900

Border Jan. 93 Print Media Service

*CELEBRATE THE SAVINGS!*

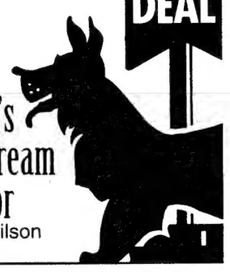
Fun footwear for your kids is more affordable thanks to our big summer sale. All of our in-stock kids' shoes are marked down from 10 to 30% through July 31, 1994.

**The Family Shoe Store**

Main Level, Old Orchard Shopping Center

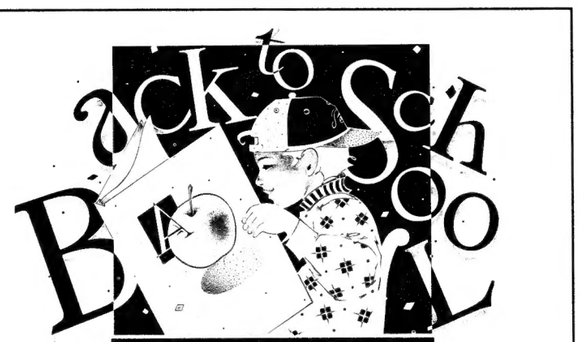
Buy a large sundae with your choice of topping and get the second one for half price during July.

A BIG DEAL



June's Ice Cream Parlor

204 Wilson



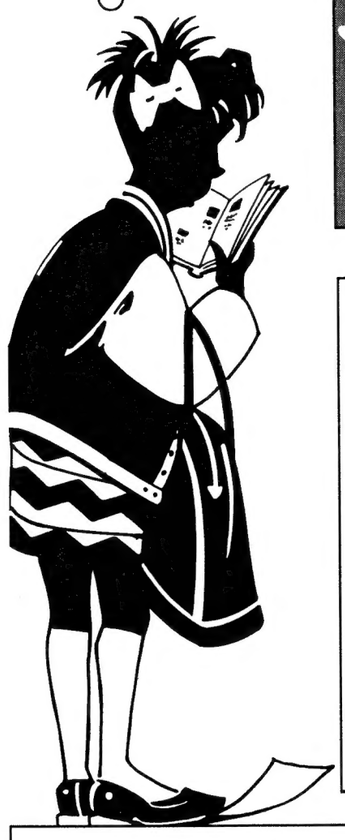

**PLEASE DRIVE CAREFULLY!**

It's that time of year again, so please watch out for the kids on their way back to school.

**Funland Burger Place**

In Reliford Square Plaza

Fun, funky silhouette-style schoolkids work as well alone as they do in their original grouping.



The Top Drawer

Hickory Hills Mall • Upper Level

**It's In The**

Everything your kids need for back-to-school is on sale now through Saturday.

**Wyck Book Store**

437 S. Oak • M–S 9–9

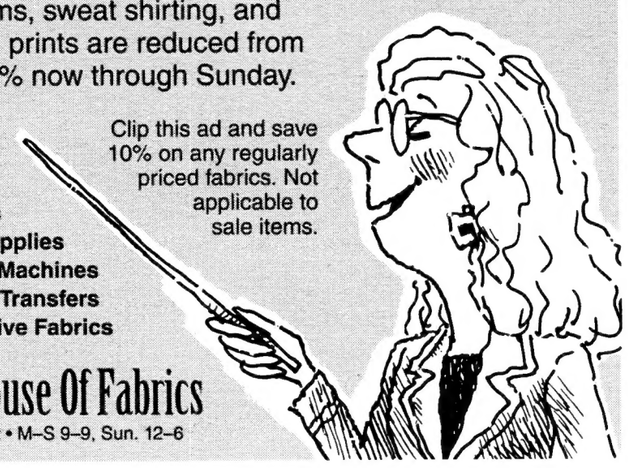
Headline July 89 Print Media Service

*Step Right Up and SAVE*

All denims, sweat shirting, and fun kids' prints are reduced from 15 to 30% now through Sunday.

- **Fabrics**
- **Notions**
- **Patterns**
- **Craft Supplies**
- **Sewing Machines**
- **Iron-On Transfers**
- **Decorative Fabrics**

Clip this ad and save 10% on any regularly priced fabrics. Not applicable to sale items.



The House Of Fabrics

129 N. Plant • M–S 9–9, Sun. 12–6

SHOP *Smart* FOR BACK-TO-SCHOOL

When you need the best selection at the lowest prices, and you need to find it in one place, you'll find it all right here.

**Great Oaks Mall**

1200 N. Parsons Pkwy. • Open 7 Days A Week

Combine silhouette kids with interesting type treatments to create contemporary looks.

**HOT Stuff**

*Goin' back with THE RIGHT STUFF*

Get the lowest prices everyday on everything from backpacks to baseball caps, pencils to personal computers

Our Customer Quality Commitment Policy means if you find a lower price anywhere else on any item we have in stock, we'll match it. We guarantee it.

**• School Supplies • Sporting Goods • Clothing • Electronics • Appliances • Furniture • Hardware • Toys • Plumbing Supplies • Office Supplies**

**InterCity Value Center**

8547 West Montrose • Open Mon.–Sat. 9 a.m.–9 p.m.

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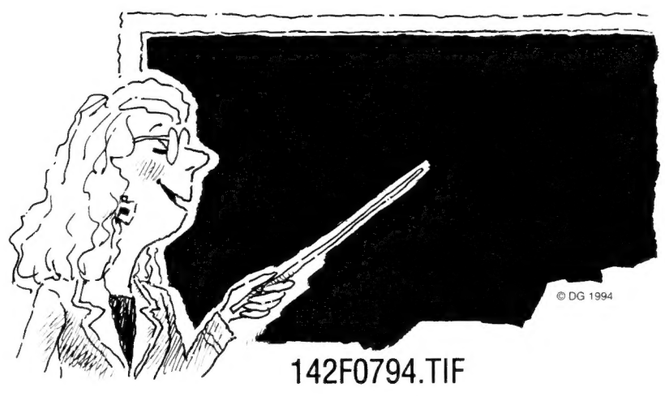

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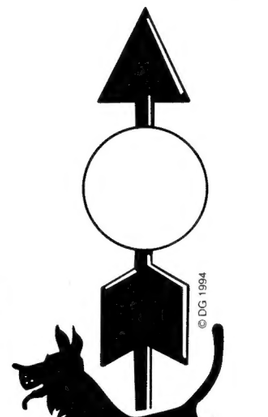

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Headline Aug. 91 Print Media Service

# 13 HOUR SALE

**Saturday, July 16th**
**Extended Sale Hours**
**8 a.m. to 9 p.m.**

Spectacular savings of 10 to 30% on fabulous fashions from famous designers. Save on suits, separates, shoes, and more for one day only.

*Barkley*
3765 Belmont Avenue

Designer created background by piecing together leaves and branches lifted from mask art.

# Fall Fashion Preview

See the latest styles and register for a $500 shopping spree at our Trunk Show on Saturday, July 30th at 11 a.m. and 2 p.m.

*Cunningham and Company*
Lower Level • Westwood Mall

Graphic embellishments July 93 Clipper

# Fall
Into Fashion

**ALL THE NEW STYLES ARE HERE**

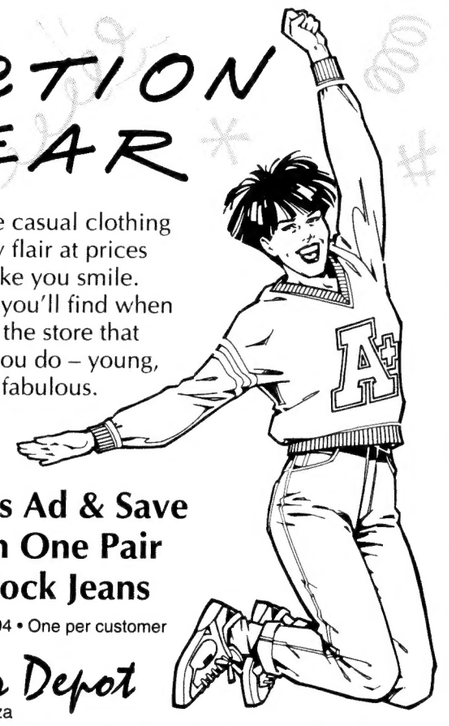
Start off on the right foot this season with the latest looks in fashion footwear.

Babcot Shoes
1200 N. Main

Headline May 84 Print Media Service

# ACTION WEAR

Comfortable casual clothing with a funky flair at prices that will make you smile. That's what you'll find when you shop at the store that thinks like you do – young, fun, fit, and fabulous.

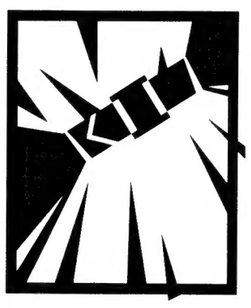


**Clip This Ad & Save 25% On One Pair Of In-Stock Jeans**

Good thru 7/31/94 • One per customer

*Junior Depot*
Apple Tree Plaza

# When it's time to tighten your belt, give us a call.



We can help you create a budget that meets your needs and helps you start saving money. Call us today at 555-4827 for a consultation.

**H & L BUDGET COUNSELORS**
12949 South Wellesley Place

Headline Nov. 91 Clipper

# Schedule OF EVENTS

**Saturday, July 9, 2 p.m.**
Easy Wardrobe Updating
**Saturday, July 16, 2 p.m.**
New Day-Into-Evening Look
**Saturday, July 23, 2 p.m.**
Accessorizing For Fall

*Rondale-Barr*
7659 Washington Boulevard

# buy one get the second at half price for kids sale

Girls' jeans, size 4–14, reg. $10–$36, **1st pair reg. price, 2nd pair $5–$18**

Girls' vests, size 4–14, reg. $14–$28 **1st one reg. price, 2nd one $7–$14**

Playsuits, 12–18 mos., reg. $8–$16, **1st one reg. price, 2nd one $4–$8**

Boys' sweats, size S–XL, reg. $12–$18, **1st one reg. price, 2nd one $6–$9**

Boys' jeans, size 6–18, reg. $8–$34, **1st pair reg. price, 2nd pair $4–$17**

Boys' jerseys, size 6–18, reg. $8–$14, **1st one reg. price, 2nd one $4–$7**

Girls dresses, size 4–14, reg. $24–$88, **1st one reg. price, 2nd one $12–$44**

Bib overalls, 12–18 mos., reg. $12–$30 **1st pair reg. price, 2nd pair $6–$15**

Boys' jackets, size S–XL, reg. $16–$28, **1st one reg. price, 2nd one $8–$14**

T-shirts, 12–18 mos., reg. $4–$8, **1st one reg. price, 2nd one $2–$4**

**Perriewinkle Children's Wear**
6453 North Lincoln
This sale ends Saturday

# Everybody Loves A Bargain!

We've always got the lowest prices everyday on the dresses, suits, pants, tops, vests, blouses, jackets, skirts, purses, accessories, and footwear you love.

*The Bayberry Boutique*
9325 Great Way North • Mon.–Sat. 10–6

*You've got the look*

*The perfect finishing touch to your look is a set of manicured nails. During July, a full set of acrylic nails is only $30.*




476 East Ardmore • Call 555-9090 to schedule an appointment

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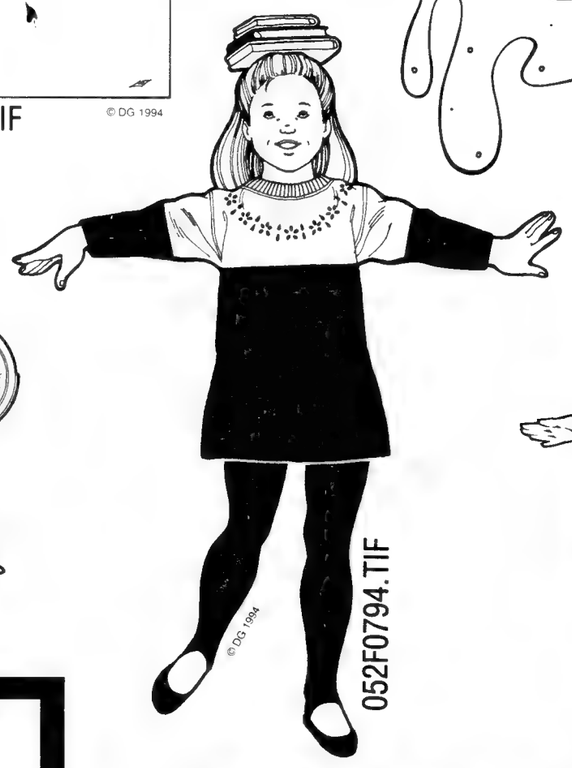
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YOU'LL GET A

# BANG

OUT OF THIS!

All KROCH'S CANDY 30% OFF

Pack of 100 Sturdy Paper PLATES $1.29

Wicker Picnic BASKET $9.29

Kayco 8 oz. skein YARN $3.19

*Find these and other special savings in every department through Saturday, July 9th*

**Kole's Variety**
1667 N. Hamilton • 555-5748
Hrs: M–F 9 a.m.– 5 p.m.

***A big thank you to all our customers. We wish you a safe and happy Fourth of July holiday.***

**Valley View Credit Union**

Firecracker art repeated, rotated, then centers filled in to create space for listings on variety store sale ad, far left.

# 4th of July Sale

**One Big Week – July 3rd thru 10th**
**shop our sidewalk clearance sale**

• *Mary's Antiques* • The Gifts Galore Store • *Becker Deli*
• Sports 'n' Stuff • *Speed-E Printing* • Pickmore Shoes
• *Shadyside Restaurant* • Celli's PlayPen • *Coventry Silk Plants*
• World Travel • *Discount Drug Store* • Yummy Frozen Yogurt
• Glamorously You Photography • *Classic Casual Clothiers*
• *Pete's Pizza* • The Princess Sweet Shop • *The Corner Arcade*

**Westwoods Plaza**
10324 West War Memorial Parkway
Open Mon.–Sat. 9–9, Sun. 11–5

To create twelve hour sale ad, below, smoke from cannon extended, center burst removed, then "It's A Blast" headline added.

# A STAR PERFORMANCE

**To stay on the cutting edge** in business today you need the latest computer equipment and software plus experienced service to back you up

**Our professional staff is ready** to help you choose the right equipment and software to meet your needs and fit your budget. Stop in and see us today.

**Micro Computers, Inc.**
**1780 W. Henderson Ave. • 555-8249**

# 4th of July

## SCHEDULE OF EVENTS

10–11 a.m. – Parade
11 a.m.–4 p.m. – Craft show in the Plaza
11:30 a.m. – Float judging and award ceremony in Hyde Park
Noon–8 p.m.– Food tents open
Noon–8 p.m.– Music on main stage
1–4 p.m. – Bingo tent opens in Hyde Park
1–4 p.m. – Carnival games in Hyde Park
Dusk – Fireworks begin in Hyde Park
Sponsored by The Chamber of Commerce

The parade will kick off from Elmwood Park at 10 a.m. See the Sunday, July 3rd issue of the Daily Times for your free parade route map.

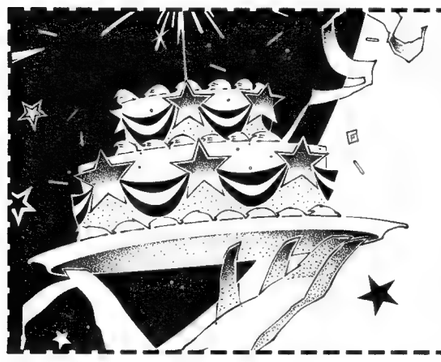
*Mistrale*
Westleyville Mall

**IT'S A BLAST**
**Twelve Hour Sale**
**Sat. July 30, 9–9**

**We'll be closed Monday, July 4th, so our staff can celebrate the holiday**

**Jones Printing Co.**

HAVE FUN!



# Happy Birthday Sale

**20%** **OFF REGULARLY PRICED ITEMS DURING JULY**
*Coupon expires July 31, 1994*

Save on the craft supplies you use the most. This coupon not applicable to sale-priced merchandise.

**The Crafters Caravan**
909 N. Summit • 555-5722 • M–S 9 a.m.–7 p.m., Sun. 11–5

## Take Pride In America

**The freedom we enjoy as Americans** is something we can't take for granted. The best way to protect our freedom is to get involved in making our community a better place to live.

**Volunteering just five hours** of your time each week to a charitable or civic organization in your community can help it grow strong and prosper.

**Schumacher & Sons Insurance Agency**
**In Lincoln Square Plaza • 555-3900**

# DISCOVER AMERICA

Take advantage of special low ticket prices and see our beautiful country the relaxing way – by train. Travel in style and save 1/3 off the regular ticket price. Some restrictions apply. Reserve your tickets now. Offer ends 7/31/94.

**Anderson Travel**
**555-5845**

Supplement to The Herald-Times Sunday, July 3, 1994

# America's Birthday Party

**4th of JULY SALE**

**Bergin Maxx**

# KICK UP YOUR HEELS

**At the July 1st Downtown Friday Fest**

*Enjoy great live music, beer, food, and fun for just $3 per person.*

• **Just Kickin' at 5:00 p.m.**
• **Hott Licks at 7:30 p.m.**
• **Hit The Bricks at 9:00 p.m.**

**Sponsored by 96 FM WQKT RADIO**

# STAR SPANGLED CELEBRATION

We're proud of this country's fiercely independent spirit

On this July 4th, the anniversary of our nation's fight for freedom, we salute the spirit of independence that makes it great. We have the freedom to speak our minds and the freedom to worship as we see fit. May we never take these gifts for granted.

**Valley Bank**
5560 W. Avalon
555-6836

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# WE'RE SMASHING HIGH PRICES

We promise you the lowest prices, every day, on the products you need from the brand-name makers you trust. If you find a lower price somewhere else on any item we have in stock we will match that price. Add that to our no-hassle return policy and great customer service, and you'll know why more people shop here.

✦ Venturadale-Saxx ✦

Just off Route 34, Keller Street Exit • Open Mon.–Sat. 9–9, Sun. 10–6

## A Winning Combination

Come to any of our summer matinées and get a free medium soda with the purchase of a large popcorn. This offer good through 7/31/94.

Great matinée movies you can see this week:
*The Escapist* – 1:00 p.m.
*Buddy's Life* – 1:30 p.m.
*Lil' Pablo* – 2:30 p.m.
*Sue's Back* – 3:00 p.m.

WESTLAKE CINEMAS • PINE PLAZA • 555-3462

## WE'VE PACKED IN THE VALUES!

At our newly expanded Tinley Square location, we've got more room to stock more great merchandise than ever before.

**Vidmar Variety** ▪ **Open daily 8-9**

send someone's spirits

## sky high!

Send the gift that says "You're special" – flowers or a plant.

Carla's Flowers · 678 Main · 555-8452

## Harrison Autos

Your ticket to → *hassle-free buying!*

**1992 Konno Sportster**
Two-door, low miles, power group, AC, AM/FM stereo, gets great gas mileage, was $6,900, ***now $5,950***

**1993 Tonda Sentry**
Fuel efficient, four-door wagon w/built-in child seats, AC, power group, low miles, was $9,900, ***now $8,650***

**1993 Venus Zephyr**
Two-door, five-speed convertible w/power group, leather interior, moon roof, was $17,900, ***now $15,975***

**1993 Cord Cirrus**
Four-door convertible sedan w/power steering and brakes, AC, sharp custom paint job, was $11,900, ***now $9,950***

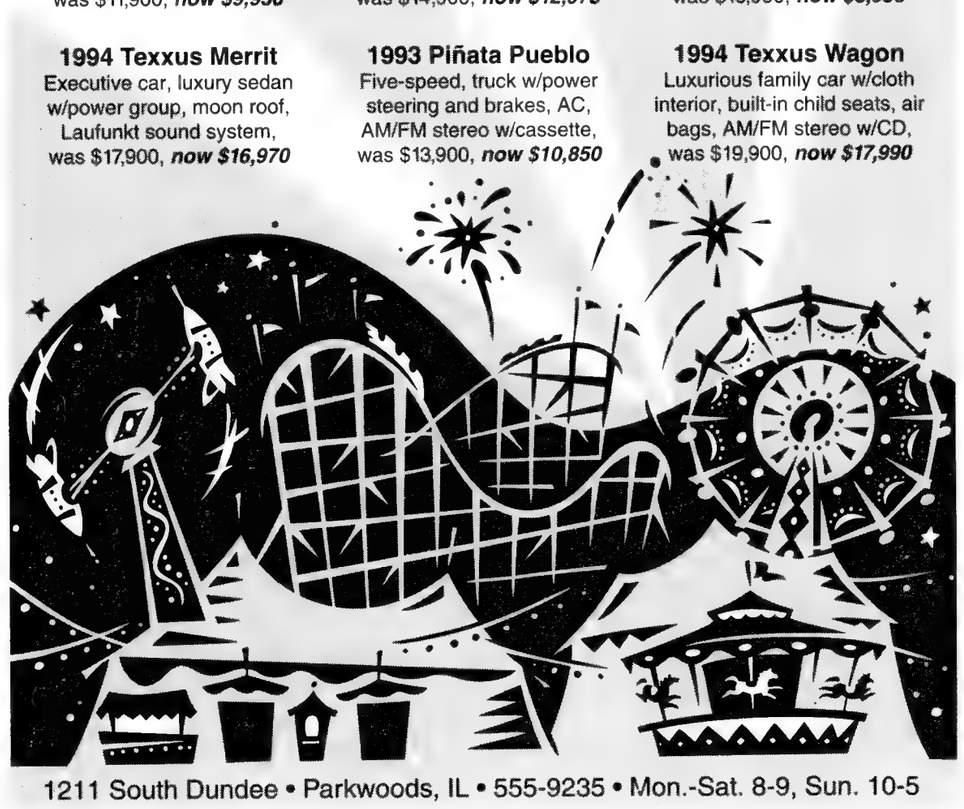
**1992 Ghengis Khan**
Family mini-van w/power steering and brakes, AC, luxury interior, low miles, was $14,900, ***now $12,975***

**1992 Tonda Placida**
Four-speed family wagon w/power steering and brakes, interior lighting group, was $10,900, ***now $8,950***

**1994 Texxus Merrit**
Executive car, luxury sedan w/power group, moon roof, Laufunkt sound system, was $17,900, ***now $16,970***

**1993 Piñata Pueblo**
Five-speed, truck w/power steering and brakes, AC, AM/FM stereo w/cassette, was $13,900, ***now $10,850***

**1994 Texxus Wagon**
Luxurious family car w/cloth interior, built-in child seats, air bags, AM/FM stereo w/CD, was $19,900, ***now $17,990***



1211 South Dundee • Parkwoods, IL • 555-9235 • Mon.-Sat. 8-9, Sun. 10-5

## Recipe for results!

Sell your unwanted items the easy way – in the Classifieds. Readership surveys show that over 75% of our 25,000 subscribers check the Classified section daily to find the best bargains in town. Call our friendly ad representatives to place your Classified ad today!

THE DAILY TIMES CLASSIFIEDS 555-8734

## Everyone's a winner!

With our Garage Sale Kit, you get a four-line ad run in the Garage Sale section of the Classifieds for three days, yard signs, price stickers, and the "Garage Sale Guide," a list of helpful hints to make your sale run smoothly. All this for only $10.99. Call today to place your ad.

THE DAILY TIMES CLASSIFIEDS 555-8734

Fireworks lifted from fair art, enlarged, then reversed out of black background on flower shop ad, above left.

## Don't get taken

## for a ride!

There are a lot of people out there just waiting to take your money with investment scams, pyramid schemes, home repair rip-offs, and phony fund raising for non-existent charities. Remember, if it sounds too good to be true, it's probably just that. Before you get involved, check it out with us first to make sure that it's legitimate.

Oakville Consumer Protection Agency
788 North Jefferson Avenue • 555-9834

Get off the credit merry-go-round

today!

If trying to stay ahead of your creditors is making you dizzy, then it's time to get help from the experts. Our friendly staff can help you create a budget that you can live with so you can start paying your bills and get out of debt.

Consumer Credit Counselors
1934 Prospect • 555-6482

## Something to cheer about...

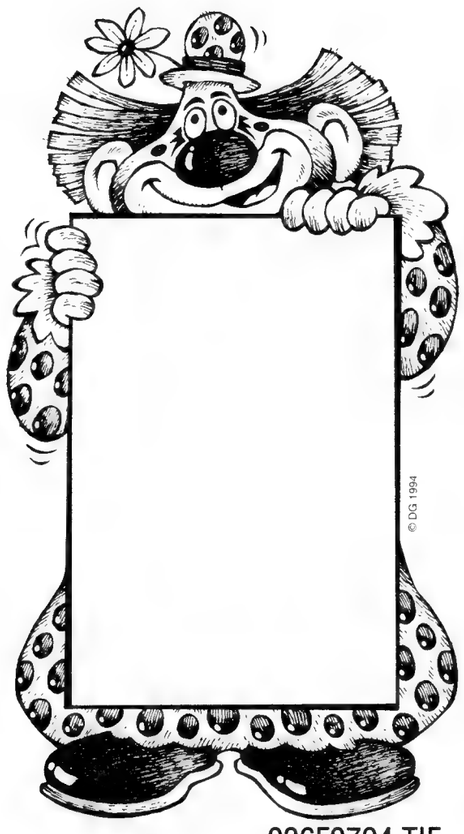
Get free basic cable installation *and* help feed the homeless with this special offer. Just make a donation of $25 or more to the South End Mission's Fight Hunger Fund and we'll install basic cable in your home. Hurry – this offer ends July 31, 1994.

Tri-County Cable Vision 689 Main St. 555-3856

## STEP RIGHT UP TO SUPER SAVINGS!

Save 15 to 80% every day at ***Save More***. We have everything from health and beauty aids to office supplies at drastically reduced prices.

Metro Plaza • Open daily from 9 a.m.–10 p.m.

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Special supplement to
The Daily Chronicle,
Sunday, July 17, 1994

# HOT HOT SUMMERTIME GUIDE

- Special Events
- Civic Calendar
- Fairs & Festivals
- Art & Craft Shows

## Outdoor LIVING Sale

**Enjoy summer right in your own backyard**

CANVAS HAMMOCK WITH STAND
Heavy-duty canvas lets you lounge in comfort, stand is painted with rustproof paint ..... $19.95

BUNCO MINI GAS GRILL
Lightweight yet sturdy design lets you take this grill along to the park, or camping ..... $16.89

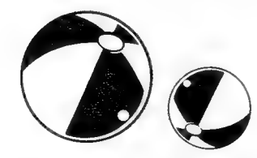
RAINMEISTER LAWN SPRINKLER
Sturdy sprinkler arm on large wheel base makes it easy to move this unit around your yard ..... $9.89

***Check out our large selection of outdoor furniture groupings***
***• Lounges • Patio Tables & Chairs***
***• Picnic tables • Swings • Planters***

**Mitchell Hardware**
509 N. Big Oak • Mon.–Sat. 9–9

## HOT?

*Keep your cool in the latest natural fiber fashions from your favorite designers. Classic, easy care styles help your family look great and beat the heat.*



*Save now on men's summer weight suits, regularly $150 to $300 each, now priced from $85 to $200.*

*Women's casual cotton coordinates by Dottina Marie, regularly $45 to $150 each, now priced from $25 to $70.*

*Price markdowns taken on remaining summer clearance merchandise in every department storewide*
*• Women's • Misses' • Petites'*
*• Juniors' • Men's • Boys'*
*• Children's • Infants'*

***Summer clearance sale prices good through Saturday***

Hadley-Marx
in Schaeffer Square Plaza



## Everyone needs a Vacation

We have fabulous luxury cruise packages to the Bahamas, Jamaica, and Cancun starting at only $699 per person.

You've been working hard, so you've earned a great vacation getaway. The price of our $699 four-day, three-night tropical cruises includes food, accommodations, and entertainment. ***For reservations, call 555-8347.***

**Birch Travel Agency**

## SALE 50% off

**July 24th to 30th**

**Special savings on hot summer fashions, shoes, and accessories!**

*Vogue* ON THE SQUARE

## A NEW LOOK FOR SUMMER

Mall remodeling and expansion give you more options than ever!

Four new fashion boutiques, two new department stores, and facelifts on ten existing stores mean a better selection with a fresh face. Plus, we're adding four new restaurants and snack shops to tempt your tastebuds.

**Valley View Mall**
Route 294 at West Pittsfield Road
Open Mon.–Sat. 10–9, Sun. 11–6

"Sale" Nov 89 Print Media Service

## SUMMER SIZZLERS Sale!

**Friday & Saturday July 15th & 16th**

Save from 15 to 60% in every department. Drastic price cuts on craft supplies, clothing, notions, fabrics, silk flowers, dress patterns, and much more.

Women's Jogwear SWIMSUITS Choose from a variety of styles and colors in sizes 8-18 $18.89

Luxury Cotton BATH SHEETS.... $9.79

Girls' Cotton JUMPERS A variety of styles in prints in primary colors, sizes 4-14 $11.59

Bedspreads DESK LAMPS Classic and modern styles in matte black or brass finishes $22.99

Maico CRAFT KITS ..... $4.79

Boys' T-SHIRTS..... $3.59

Cool Stuff STYROFOAM COOLERS..... $5.89

Men's TANK TOPS..... $4.79

**Prospect Variety**
689 N. Prospect Rd. • Hrs. M–S 9–8

Ornament Nov 93 Print Media Service

## COME TO OUR Christmas In July OPEN HOUSE

12309 South Randwyck

See this fully-restored, five-bedroom Victorian decked out for the holidays this Saturday and Sunday from noon to 4 p.m. The kids can visit with Santa and Mrs. Claus, and everyone can enjoy Christmas treats While you're there, be sure to register to win a 13" portable color TV.

**Westley Real Estate • 555-3900**

## PRICES ARE FALLING

**15–40% OFF EVERYTHING IN THE STORE**

We're overstocked, so we're slashing prices to make room for shipments of new merchandise that are arriving daily.

Save big on housewares, linens, lawn and gardening tools, home furnishings, electronics, appliances, toys, jewelry, hardware, power tools, and more through Saturday.

**Central Discount House**
459 N. Western • M–S 9–7, Sun. 11–6

## SAFETY first

Safeguard your family, house, and possessions with a complete home security system. Our free, In-Home Safety Analysis shows you how affordable a home security system can be. *And* you get a free fire extinguisher as our gift.

***Call 555-3980 today for your appointment***

**Valley Alarm Systems**

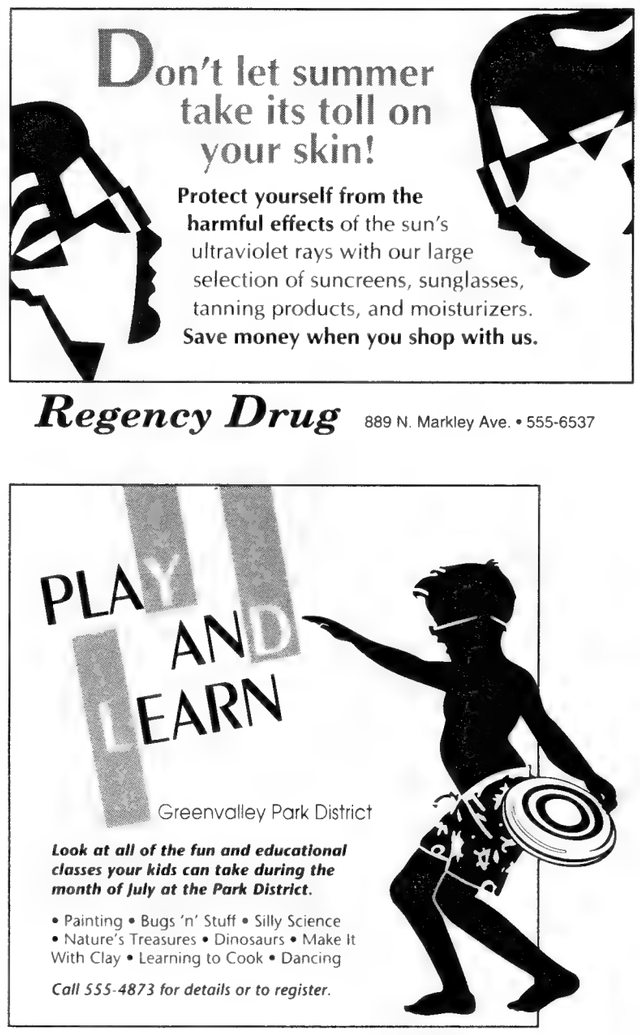
## Celebrate Summer

Get a new look with our July 2-for-1 Hair Care Specials.

You and a friend get a shampoo, haircut, and blow dry styling for the regular $20 price of one haircut.

Save on perms, too. You and friend get a perm, haircut, and styling for the regular $65 price of one perm. Call us at 555-4749 to make your appointment.

*Beauté Spot*



## Don't let summer take its toll on your skin!

**Protect yourself from the harmful effects** of the sun's ultraviolet rays with our large selection of suncreens, sunglasses, tanning products, and moisturizers.

**Save money when you shop with us.**

***Regency Drug*** 889 N. Markley Ave. • 555-6537



## PLAY AND LEARN

Greenvalley Park District

***Look at all of the fun and educational classes your kids can take during the month of July at the Park District.***

• Painting • Bugs 'n' Stuff • Silly Science
• Nature's Treasures • Dinosaurs • Make It With Clay • Learning to Cook • Dancing

*Call 555-4873 for details or to register.*

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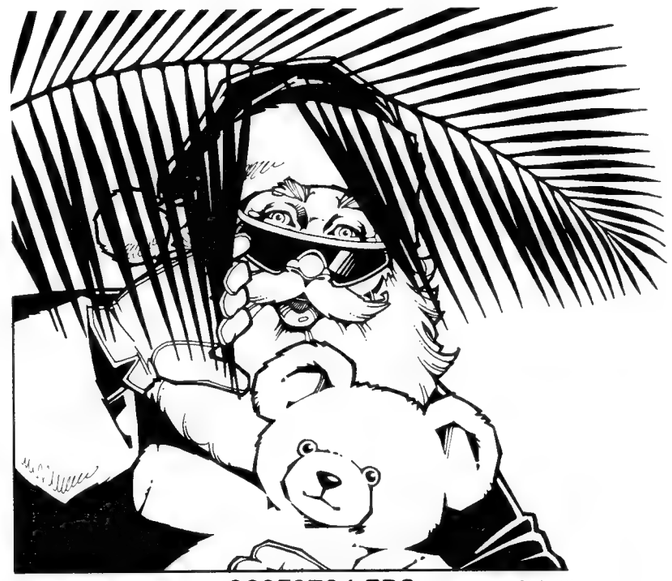


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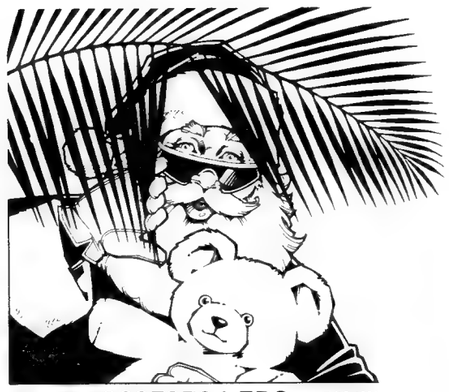


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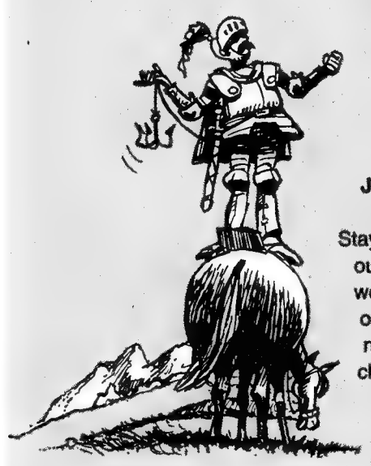


# Climb
## Your Way to the TOP

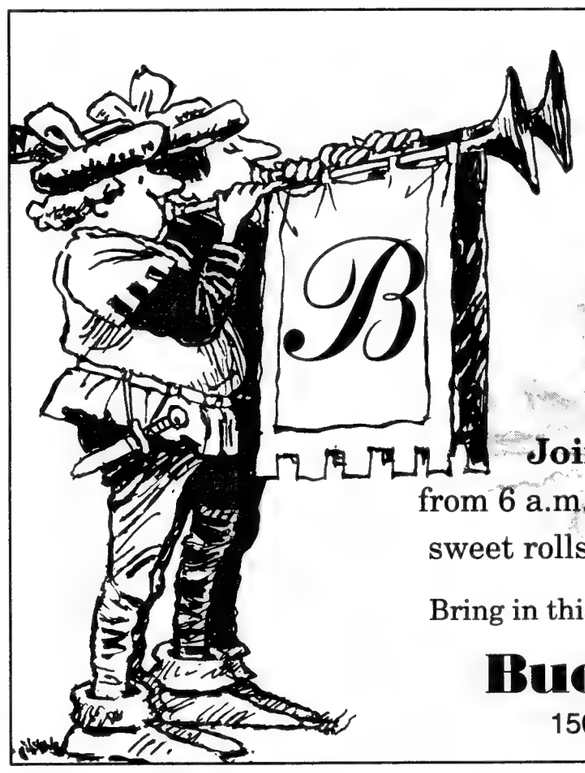
**Just having your degree isn't enough anymore.** Stay ahead of the game with our Seminar Series. These weekend seminars expand on current skills and teach new ones to improve your chances for advancement.

**Call 555-4400**

to register by phone or to receive a free Seminar Series catalog

**The right place to start or continue your education**

ILLINOIS COLLEGE
Rte. 290 at Elmhurst



# Come One Come All

**Join us Monday thru Saturday**
from 6 a.m. to 5 p.m. for the freshest baked breads, sweet rolls, pies, cookies, cakes, bagels, and more.

Bring in this ad and get 25% off your next purchase.

## Buckingham Bakery
1508 West Jackson Avenue • 555-BAKE

# BUILT TO LAST

IN Front NOT Film

**You want your home to last,** so make sure it's protected. Our free pest inspection can detect little problems before they become serious ones.

Get termite treatment for

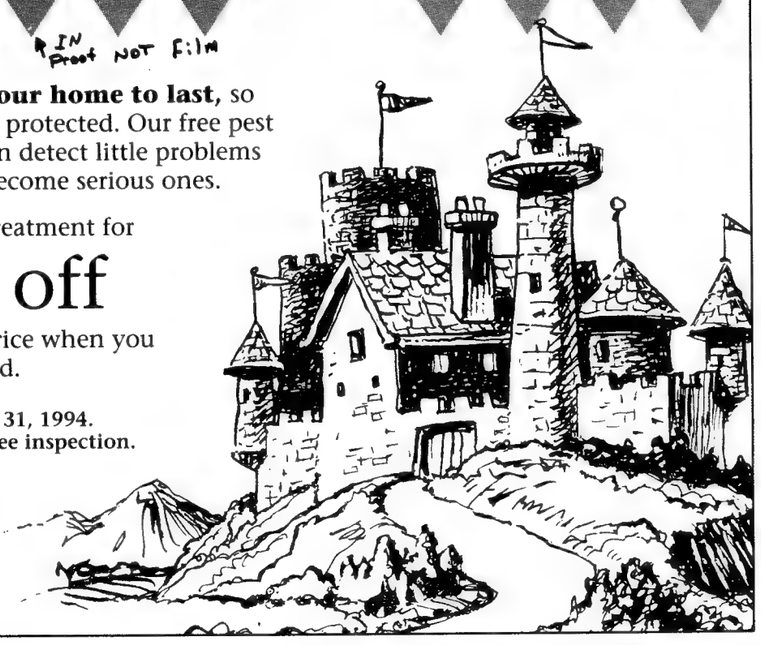
## 20% off

our regular price when you present this ad.

Offer ends July 31, 1994.
Call for your free inspection.

**555-2500**

Adkin
Pest Control



## Hear Ye, Hear Ye
**save 30% on selected items**

| | |
|---|---|
| **Seed beads** 100 ct. package | $1.99 |
| **Kitco Yarns** 8 oz. skein | $2.89 |
| **8 in. Silk Plants** In woven baskets | $3.79 |
| **Pool Floats** Easily inflatable | $4.99 |

Smith Variety
1301 Hyatt Road

# CHARGE

Our Customers Deserve All The Credit

## 90 DAYS SAME AS CASH

Come in during our July Overstock Sale, buy any in-stock major appliance, TV, VCR, stereo, or air conditioner and pay no interest for 90 days with approved credit. Shop early for best selection. Sale ends July 31, 1994.

**• Great savings • Great selection • Great service • Free delivery within 20 miles**

**Metro Appliance** ▪ Open Mon. thru Sat. 9 to 9, Sun. 11 to 6
1411 West Dunwoody Drive ▪ Phone 555-3490

# ONE DAY YOUR PRINTS WILL COME

**Get your prints the very same day when you bring film in by noon**

We guarantee one-day film processing and prints on color 35 mm, 110, and disk film. Bring it in by 10 a.m. and get an extra

**10% discount**

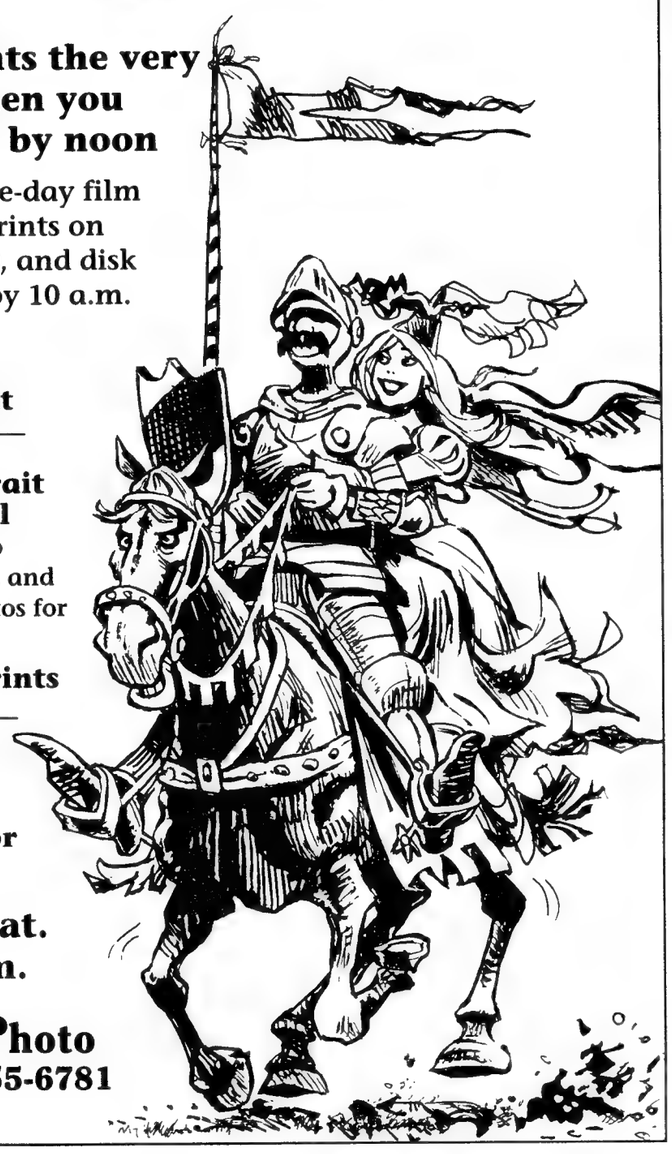
**July Color Portrait Package Special**
Get one 11 x 14, two 8 x 10s, three 5 x 7s, and 10 wallet-sized photos for

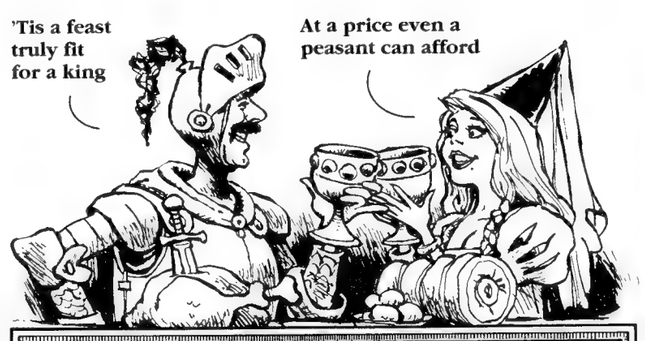
**$23.99** 16 prints

**Quality film processing and photography for over 25 years**

**Open Mon.–Sat.**
**10 a.m.–7 p.m.**

## Lockwood Photo
513 Adams • 555-6781






Border Mar. 87 Print Media Service

## A Knight On The Town
Enjoy our Thursday night special.
Our succulent 10 oz. rib eye dinner for only
**$7.99** includes choice of potato, salad, and glass of wine

**The Biergarten** • 680 Fulton Avenue

## Notice
We will be closed from July 18–22 for vacation.

**Central States Publishing Co.**

**When the heat's too much, keep your castle cool with help from the experts**

Our Energy Review is an evaluation done in your home to show you the most efficient, affordable ways to heat and cool your home. Call us to set up your own Energy Review.

Kahler Heating & Cooling
2938 S. Pietro • Call 555-COOL

**here is an easier way to get away**

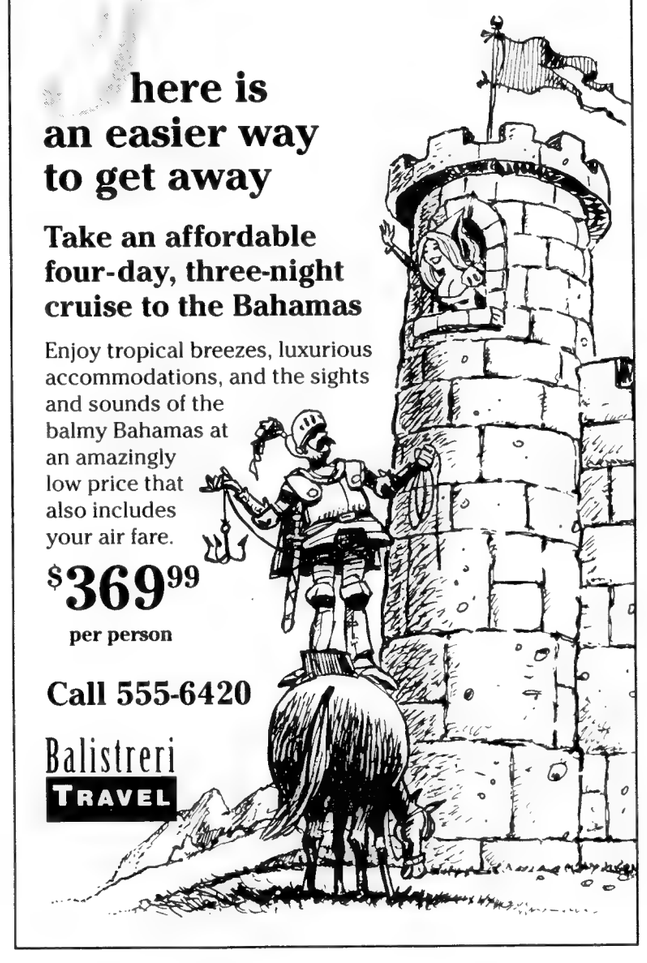
**Take an affordable four-day, three-night cruise to the Bahamas**

Enjoy tropical breezes, luxurious accommodations, and the sights and sounds of the balmy Bahamas at an amazingly low price that also includes your air fare.

**$369.99** per person

**Call 555-6420**

Balistreri TRAVEL



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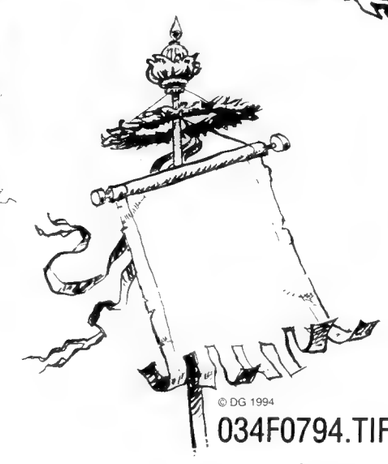


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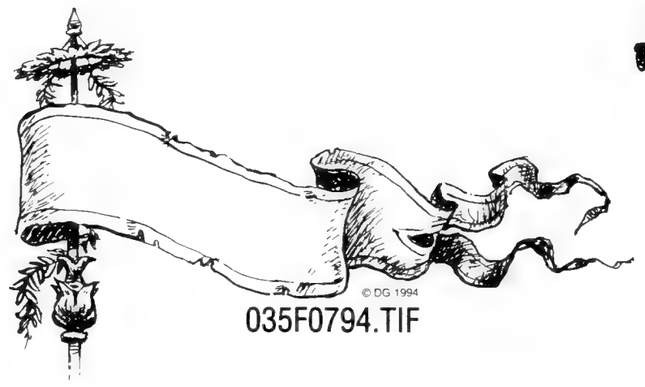


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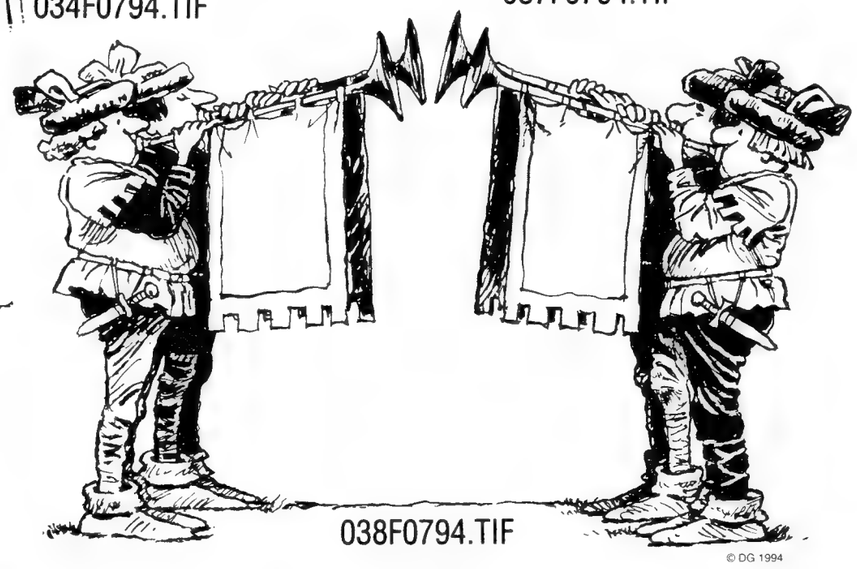


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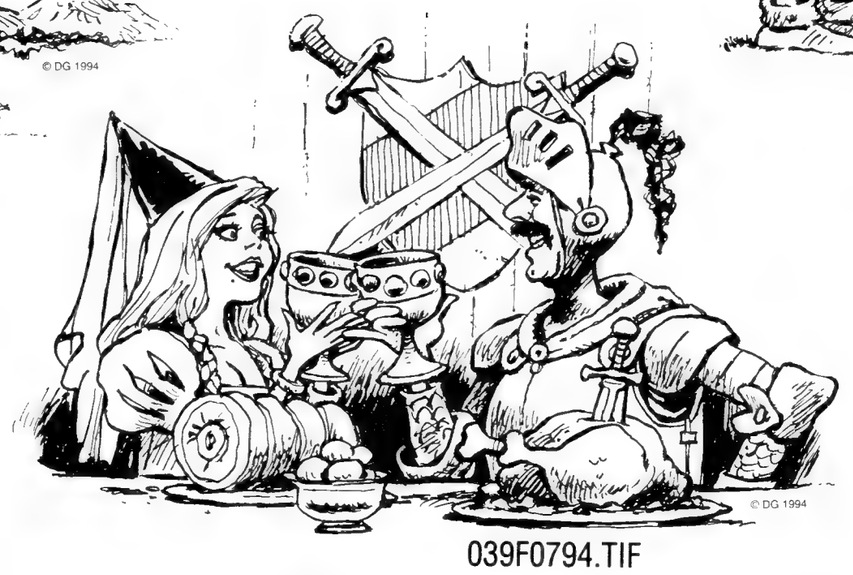


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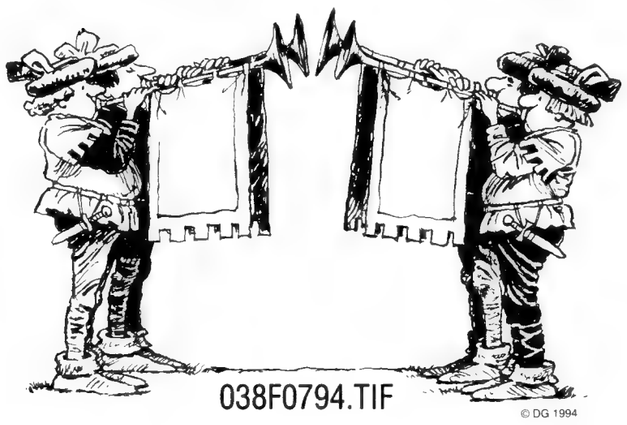


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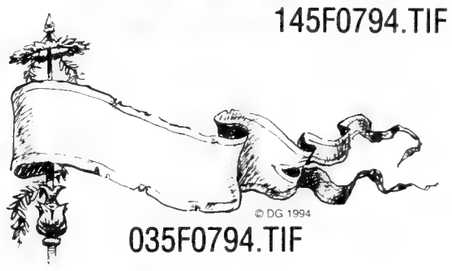


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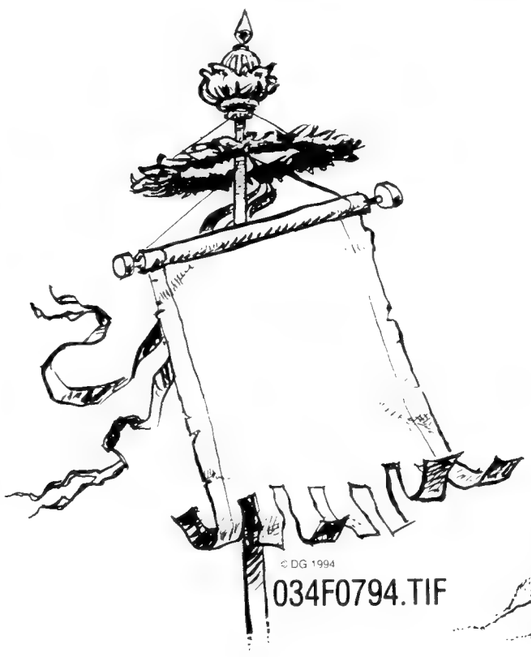


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# ADD THAT SPECIAL SPARKLE & SAVE UP TO 50%

Heads always turn when you wear the latest looks in formal wear from the hottest designers. Everything from kicky little cocktail dresses to drop-dead gowns that will take their breath away. Find fashion with panache on sale today through Saturday.

16381 South Whittington **Fashion Finds** Free Parking in Deck

Headline Nov. 87 Print Media Service

## *Festive'n'Fun!*

**Paper Products for Parties & Picnics**

Everything you need to make your next function a truly *special* occasion.

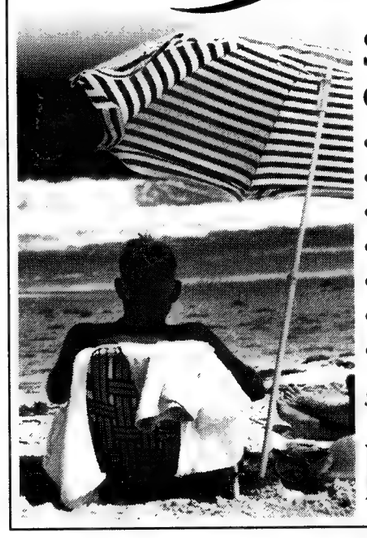
*• Color-Coordinated Paper Plates, Napkins, Table Cloths, Cups, Plastic Utensils, Balloons, Streamers, Tissue Paper • X-Large Birthday Cards • 3-D Paper Garlands • Bunting • United States Flags • Party Favors • Colored Cellophane • Wrapping Paper for All Occasions • Personalized Balloons • Mylar Balloons • Honeycombed Tissue Paper Decorations • Custom-Made Letter Banners for Special Occasions*

Mon.-Fri. 10 a.m.-9 p.m., Sat. 10 a.m.-5 p.m.

**The Paper Plaza**
618 North Sassafras • 555-4580

Headline July 86 Print Media Service

## *Summer Sale*



**SAVE Up To 40%**
**On All Summer Fashions**

- All previously reduced swimwear
- All women's canvas tennis shoes
- All boys' baseball-style jerseys
- Selected sun dresses & jumpers
- Selected women's coordinates
- All men's summer shorts
- All girls' short sets

*Sale ends 7/31/94*

**Bauer And Banks** 4744 North Lakeshore Drive

## *Relax* at home tonight

Why fight the crowds at the movie theatre when you can enjoy videos at home? Watch the latest releases and save money with our 2-for-1 Special. Rent any video for $4, and get a second tape rental for free.

**Cinema Videos**
142 N. Oak • 555-3851

## Put yourself in the picture

Wooded lots are now available for immediate construction.
Call Jon Parker at 555-3850 for more information.

**Foxwood Pines**
Take I-25 to Exit 270, turn right on Ireland Grove Road, then turn right on Pine Place.

- ❑ Aunt Juanita & Uncle Pete
- ❑ Grandma Helen & Grandpa Joe
- ❑ Grandma Millie
- ❑ Uncle George
- ❑ Tom & Joanne & the Kids
- ❑ Mike & Sue

**Where are they going to stay?**

When your family gets together, put them up with us. We have special group rates to make it affordable for everyone.

the Addison Hotel
2116 Wilshire • 555-8930

**ELMO'S PIZZA & PASTA • 555-7362 • FREE DELIVERY**

"Sale" July 86 Print Media Service

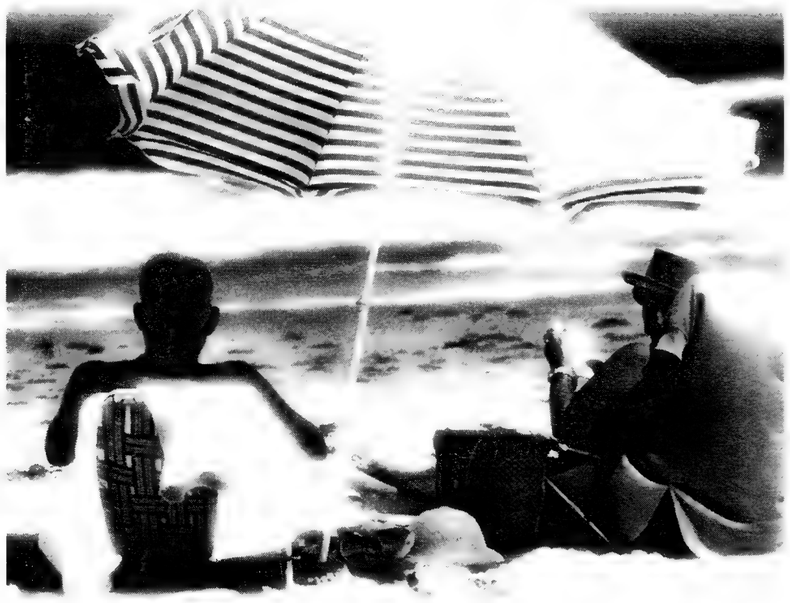
Loose Gem

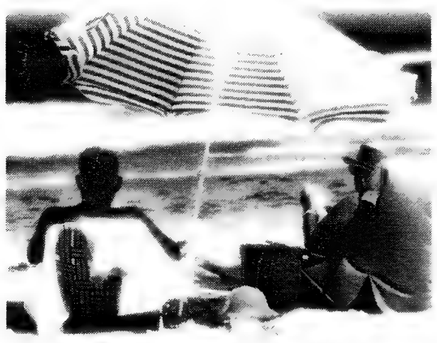
30-50% Off
Selected Gemstones
and Gold Mountings

Sale ends July 31, 1994

Jenna Jewels
1511 Grande Avenue • Open M-S 10-8

Sale





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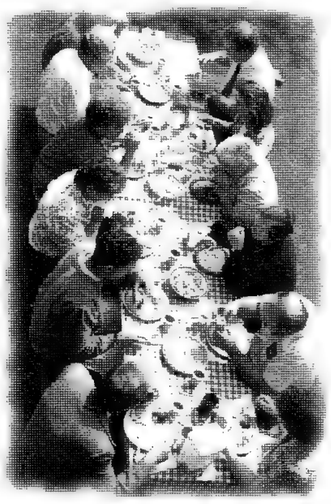

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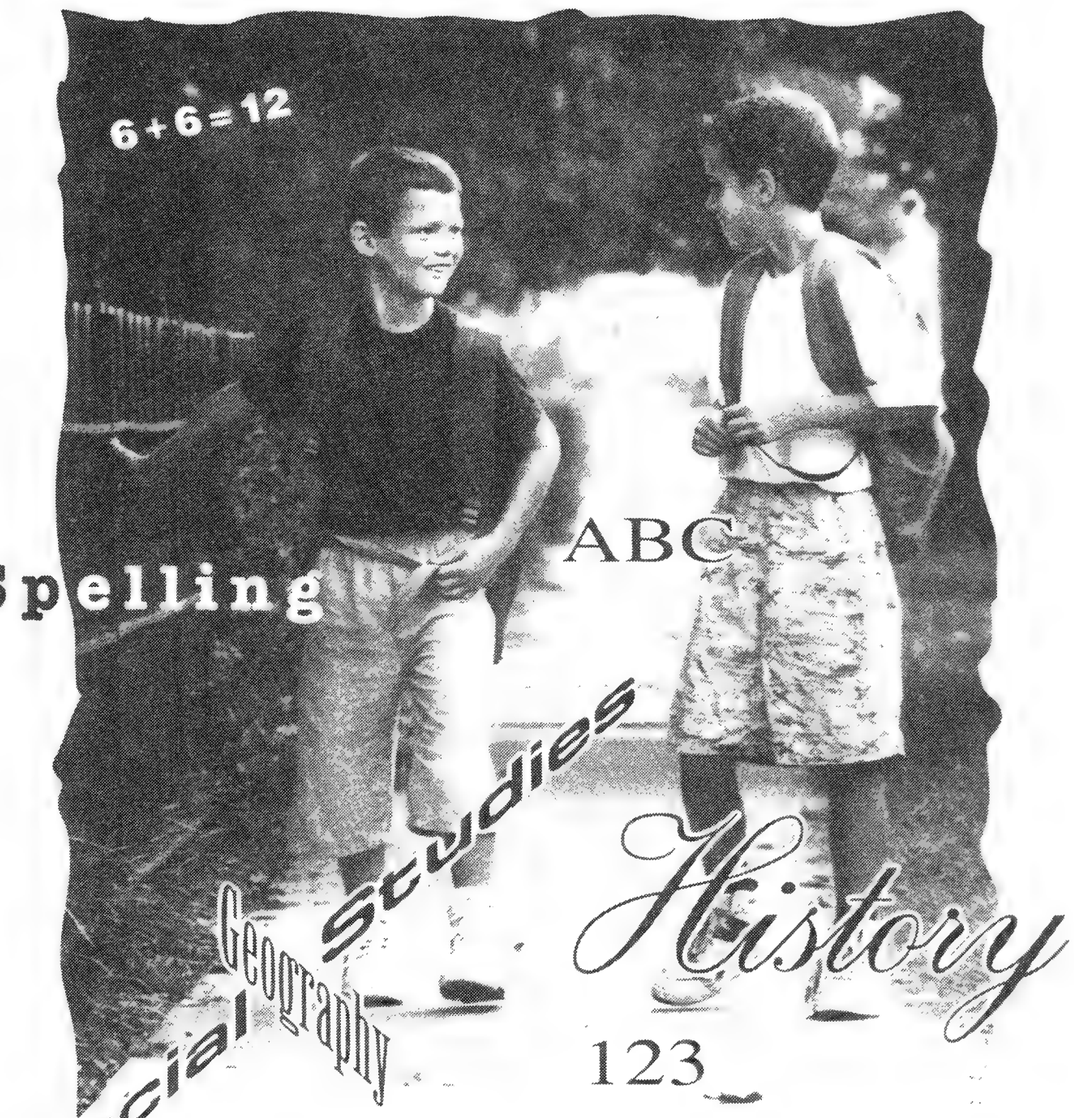



Back-to-school time is just around the corner. Your kids want the latest looks. You don't want to spend a fortune. You'll both get what you want with our large selection of quality clothes from the makers you trust.

✦✦✦ Bergan Sax ✦✦✦

Lakeview Mall • **M–S 10–9, Sun. 12–5**

# Home Sweet Home

**Improve your surroundings with our low-interest Home Equity Credit Line**

A Home Equity Credit Loan lets you use the value you've accrued in your home to build an addition, buy new appliances, replace the roof, or remodel the bathroom. Stop by our 1028 N. Olive location for more information or to apply.

**City Credit Union**

for rates call *555-5922*

Sensational *Savings*

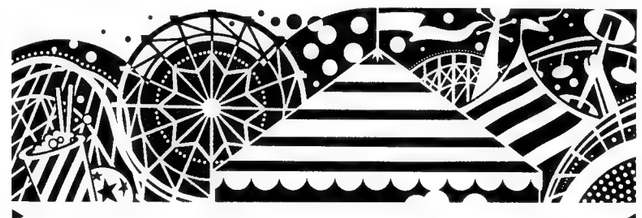
***This Saturday Only Save 25%*** on our entire selection of summer clothing

- Suits
- Shirts
- Ties
- Shoes
- Pants
- Jeans
- Belts
- More

**Don't miss it!**

**The Look For Men**

M–S 9–9 500 Main



A *Carnival* of Values

**50% Savings** *on summer shoes for the whole family.*

Cool savings on sandals, sneakers, deck shoes, pumps, flats, oxfords, and all athletic shoes currently in stock. This sale ends Saturday.

✱ *Laken Shoes* • Brownley Mall

# Modernize

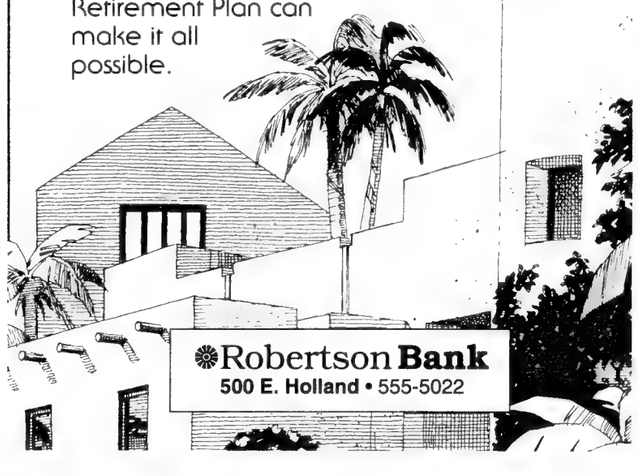
The easiest way to update the look of your home is with a new piece from our interior design gallery.

**Drake Furniture**

1590 S. Fifth • **Open M–S 10–7**

# *Living Easy*

The future you've dreamed about is within your reach if you start planning now. Our Personal Retirement Plan can make it all possible.



**Robertson Bank**

**500 E. Holland** • 555-5022

# Every Sunday is Family Day

**Families get in for only $15 from 1 to 4 p.m.**

**WaterMania * 948 S. Oak**

Squiggly line border created in Adobe Illustrator® to frame photo on department store ad, top left corner. Border repeated to frame entire ad and Adobe® Zapf Dingbat pencil placed on break at corner of border so line seems to flow from it.

Lighten UP

Eating a healthy lunch is easy with our Lite Bites menu. Delicious sandwiches, soups, salads, and a wide selection of entrées starting at only $3.99

*Le Café*

in Lincoln Square

You're the **Star**

Every Thursday night is Laser Karaoke Night. Come in, bring your friends, and sing along with your favorite pop, rock, and country tunes from 8 p.m. to midnight.

**Baily's**
*Bar & Grill*
**555-6872**

# Cookout *Fun*

**We're cookin' with hot sale prices and special events this Friday and Saturday**

- **Free Hot Dogs & Soda**
- **Free Balloons for the Kids**
- **Major Price Reductions**
- **Door Prize Drawings**
- **Green Light Specials**
- **Live Demonstrations**
- **Free Samples**

Bring the family along for the fun. Prices slashed from 15 to 50% mean big savings on the brand names you want from the makers you trust. Special sale hours from 9 a.m. to 9 p.m.

**Value City**
555•5321

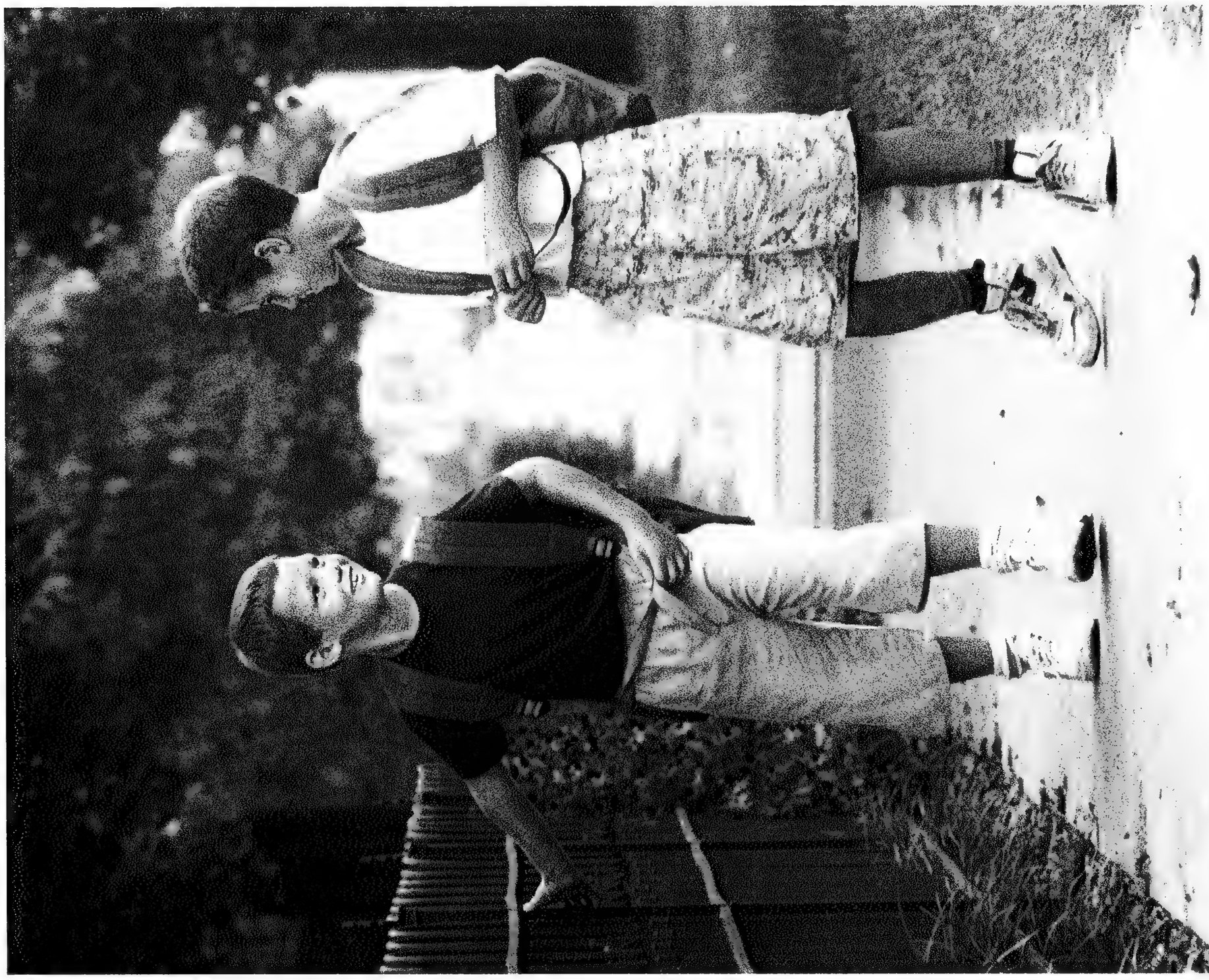
**Keep the Doctor Away**

Get fit and save. All first-time members who join for one year during the month of July get this special money-saving rate.

**$25 A Month**

**HeartWise Health Club**

**555.6021**



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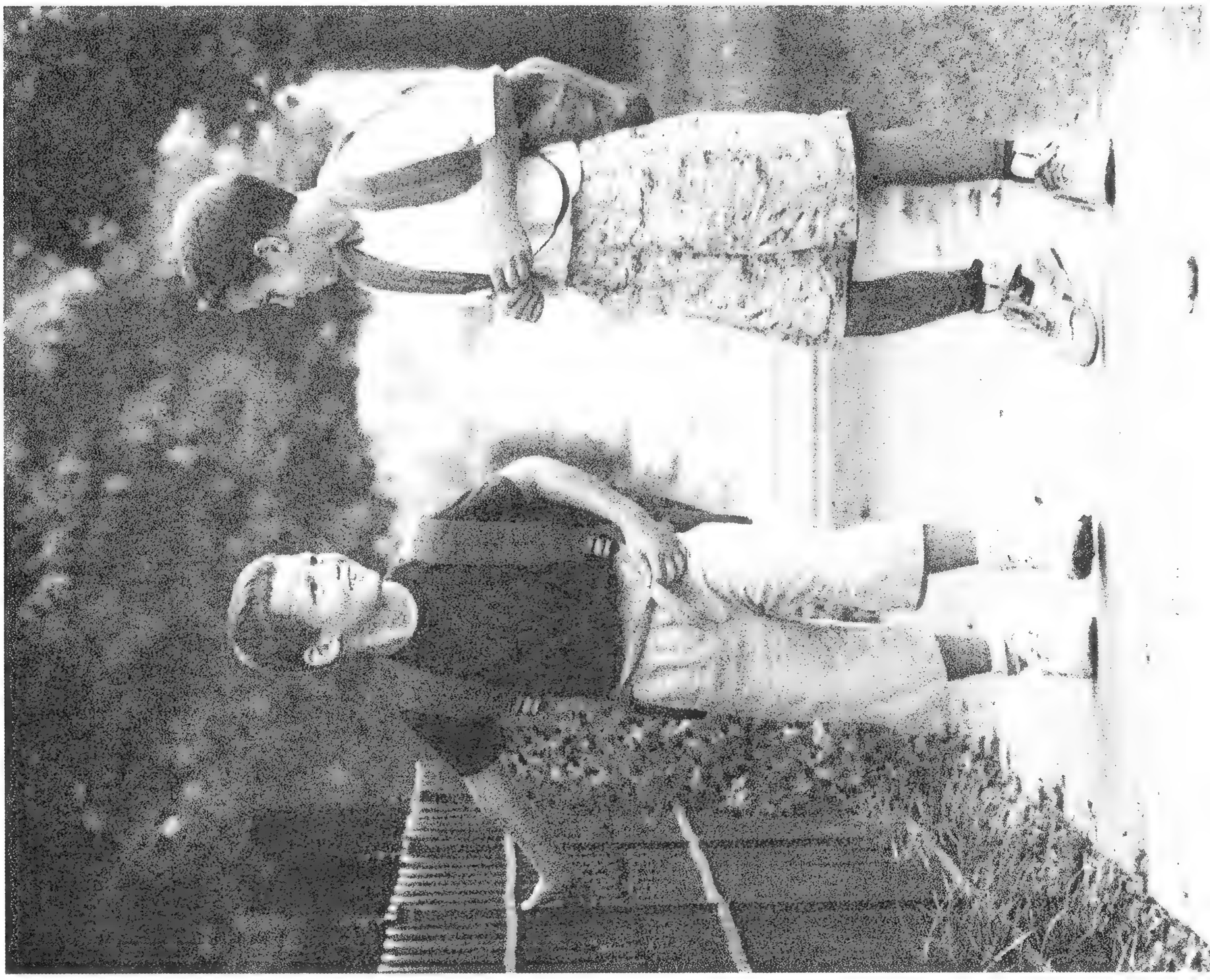

COLOR PLATE

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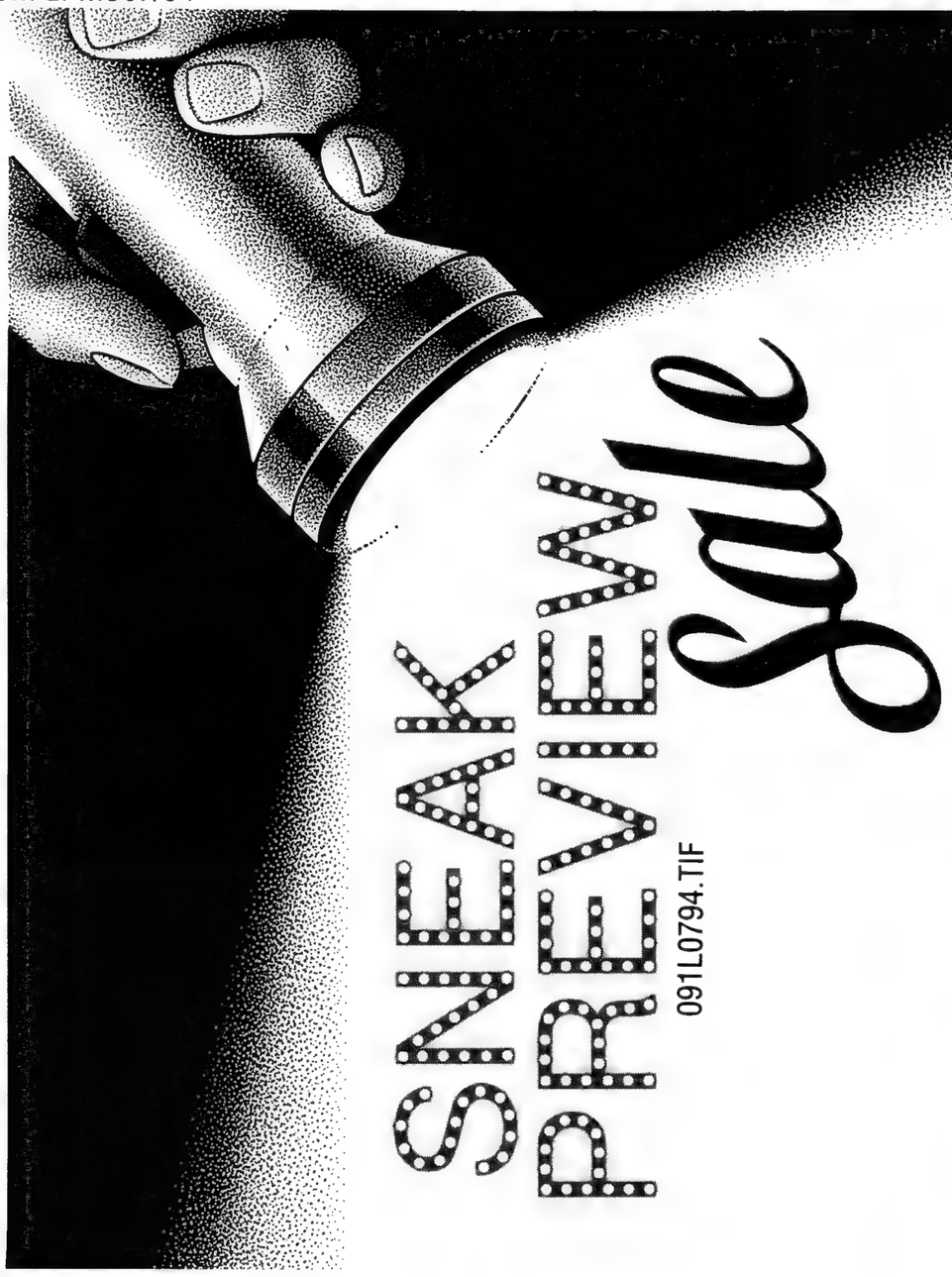


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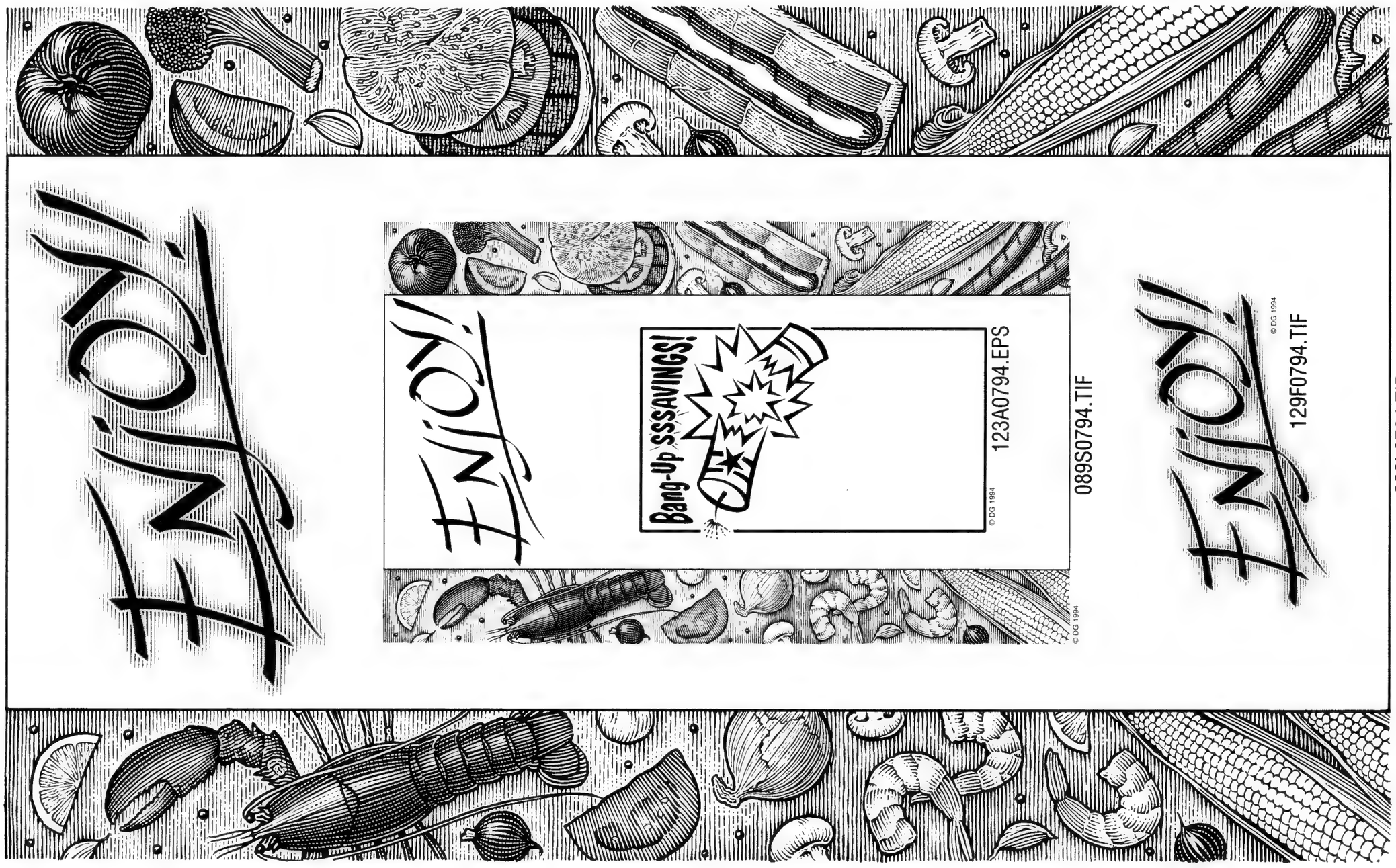


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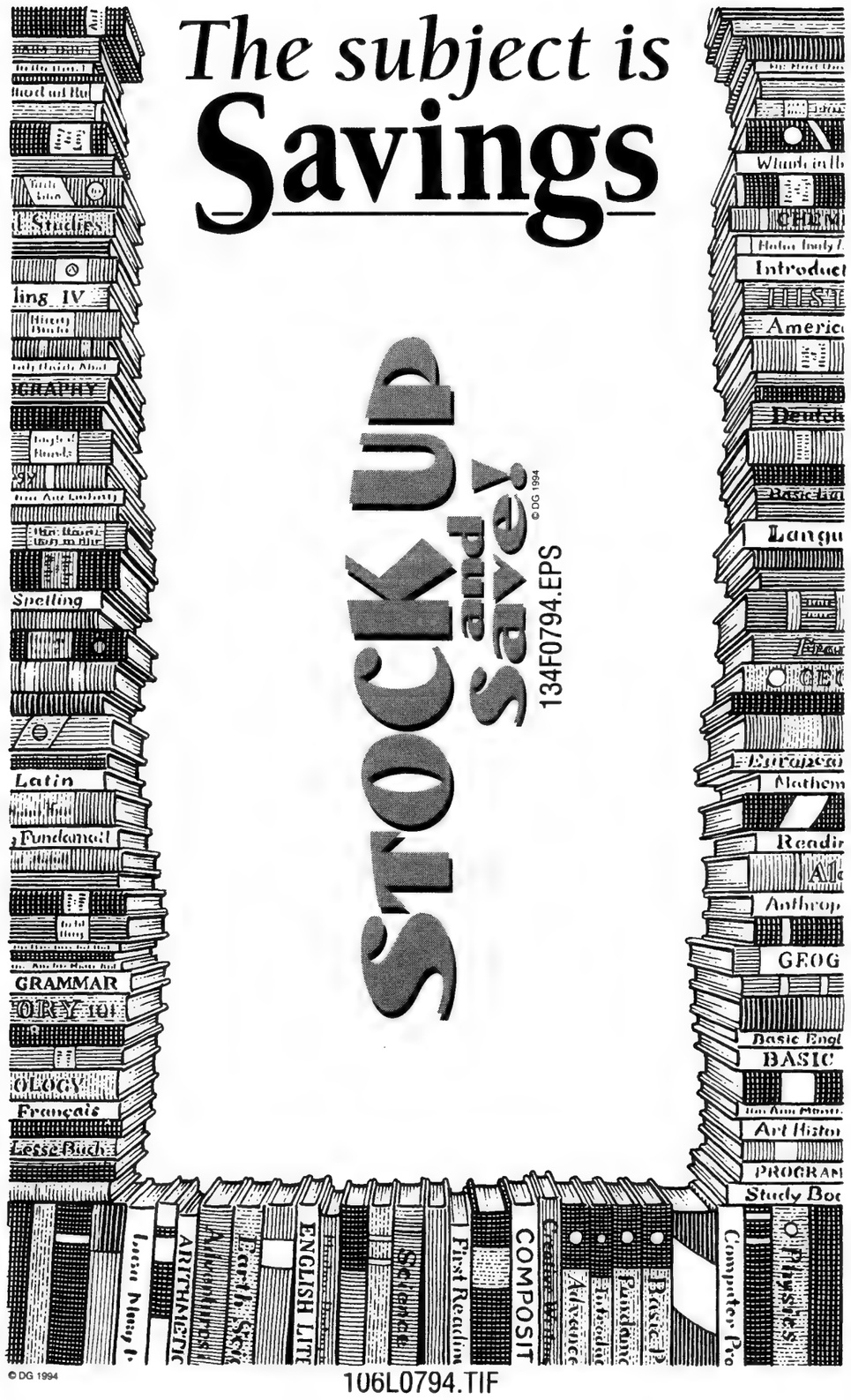
The subject is
Savings
STOCK UP
and
Save!
© DG 1994
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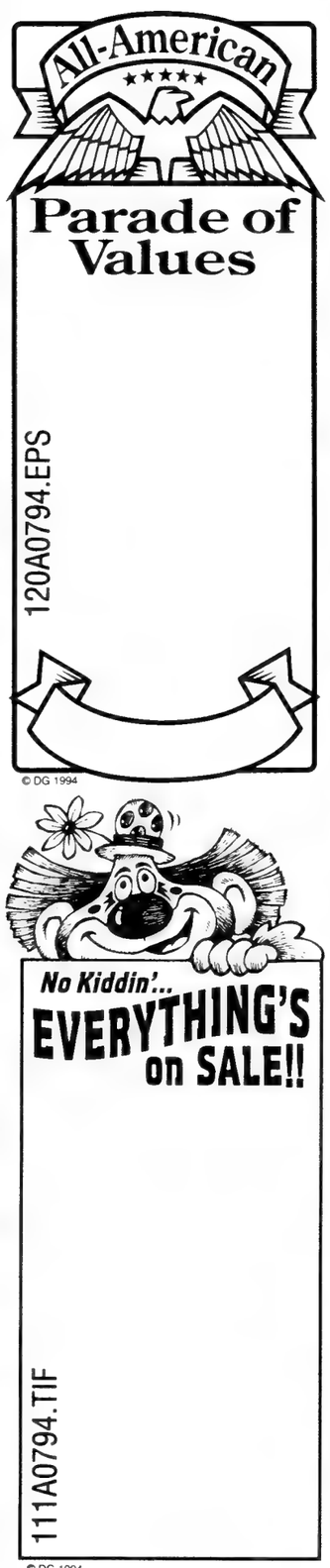
All-American
Parade of
Values
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© DG 1994
No Kiddin'...
EVERYTHING'S
on SALE!!
111A0794.TIF
© DG 1994

BANG-UP
SALE☆A☆BRATION
SNEAK
PREVIEW
Sale
© DG 1994
133F0794.TIF
© DG 1994
107L0794.TIF

MIDWAY MADNESS SALE
© DG 1994
132F0794.EPS

The subject is
Savings
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PCUSTOMERD
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ENJOY!
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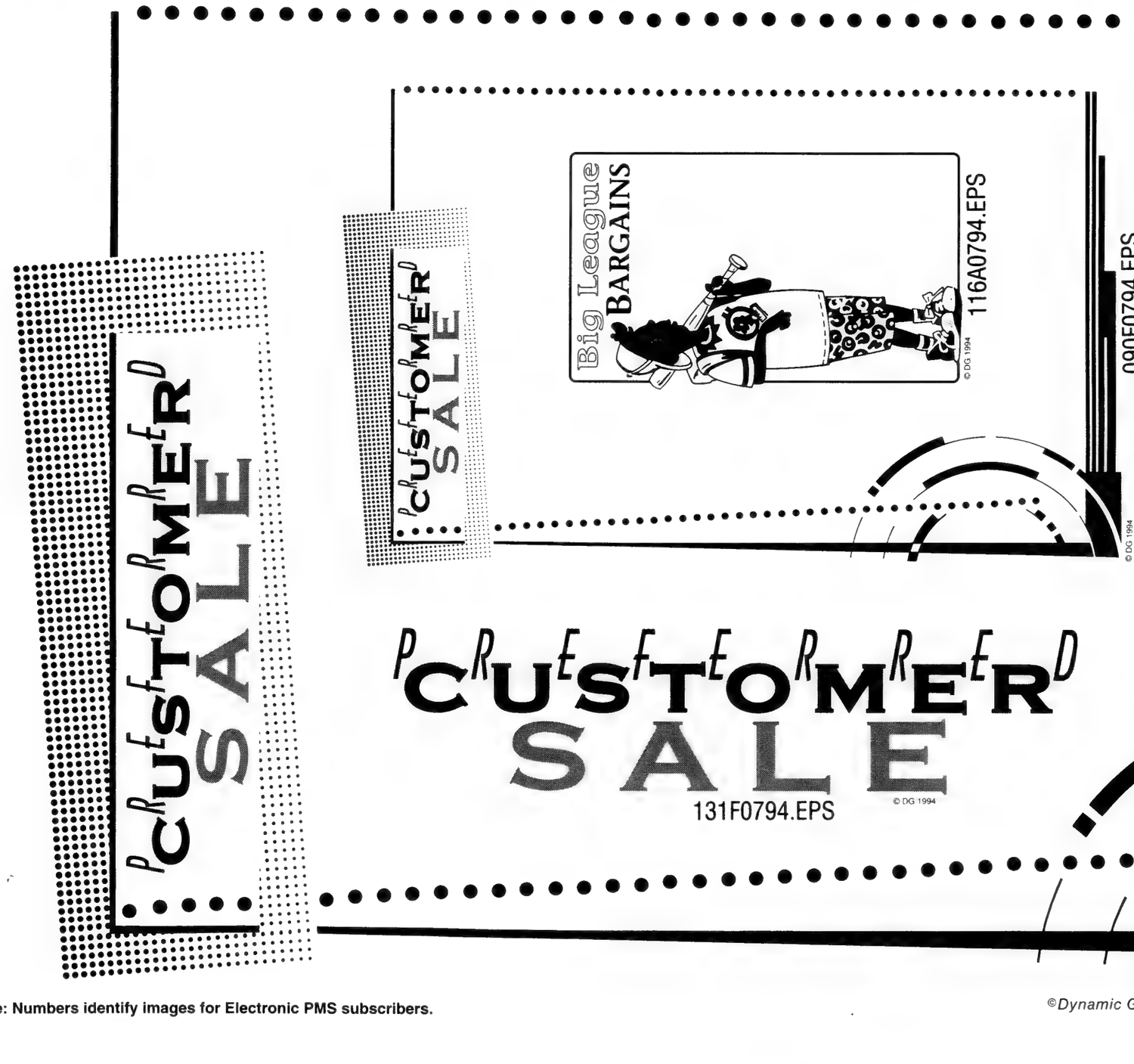
PCUSTOMERD
SALE
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Big League
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Yard 'n' Garden
SALE
© DG 1994
122A0794.EPS
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PCUSTOMERD
SALE
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© DG 1994

# STOCK UP and Save!

SNEAK PREVIEW Sale

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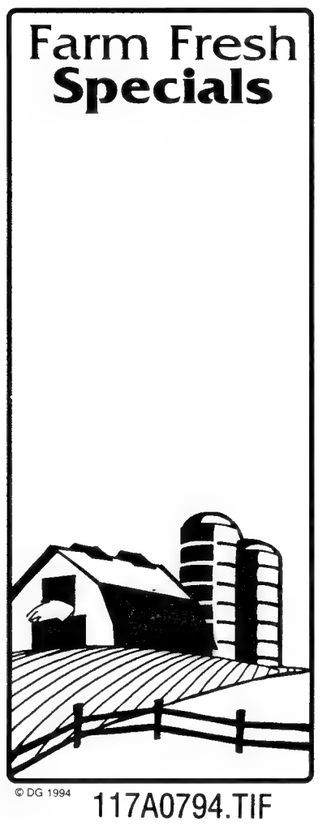
© DG 1994

Farm Fresh **Specials**



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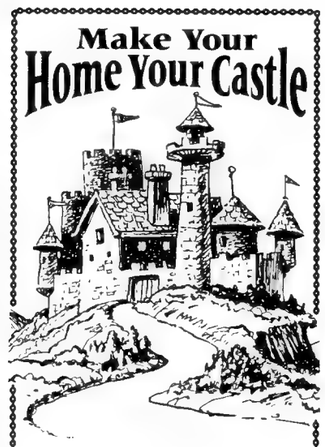


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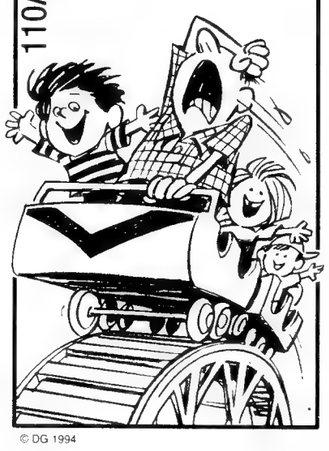
Savings are UP because prices are DOWN



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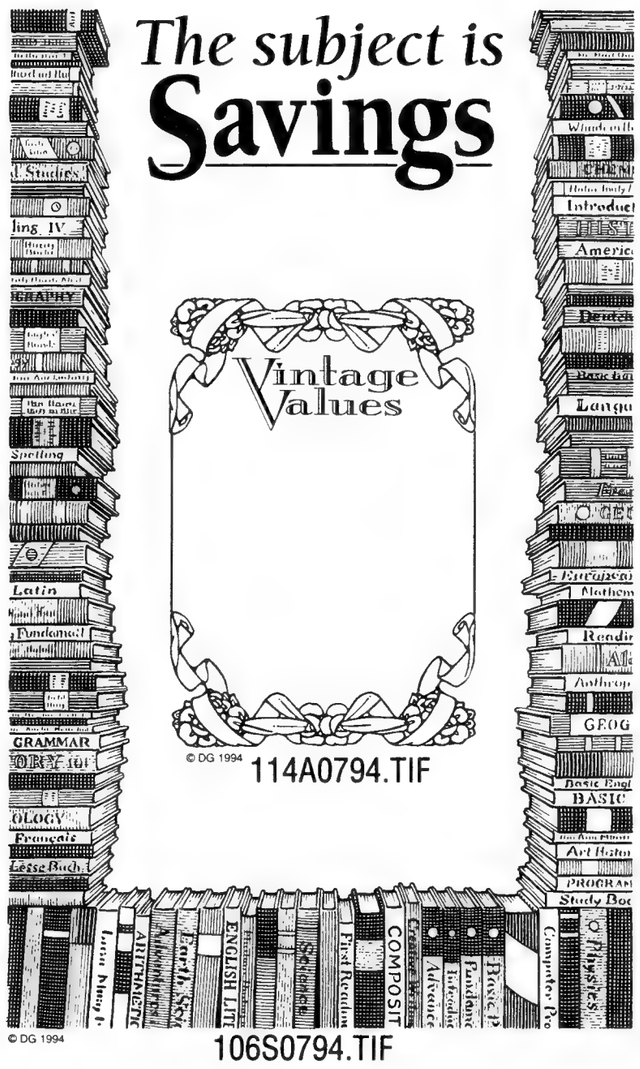


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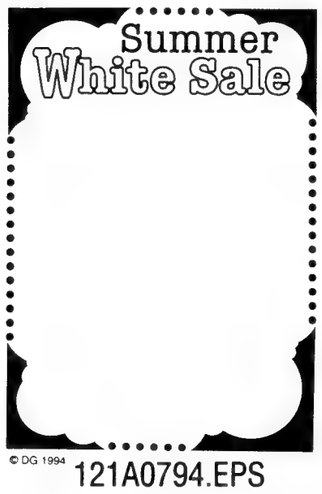


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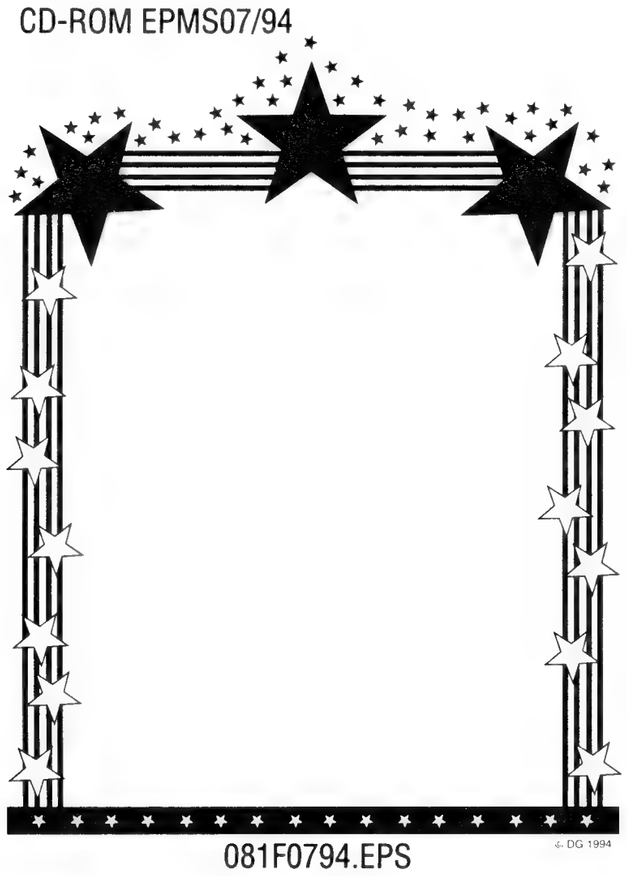


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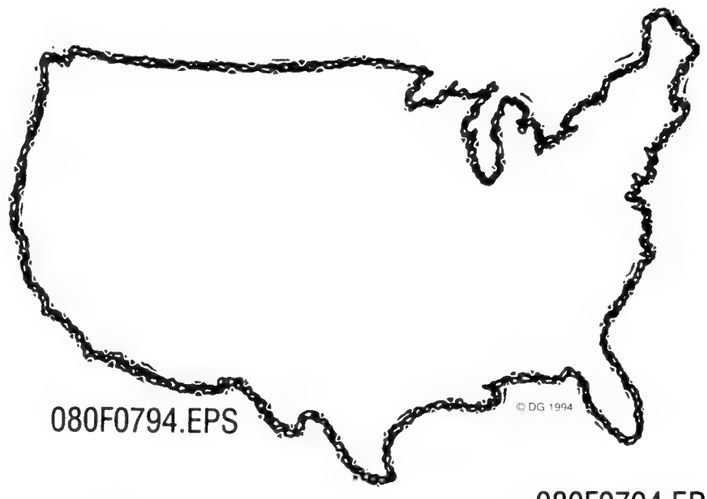


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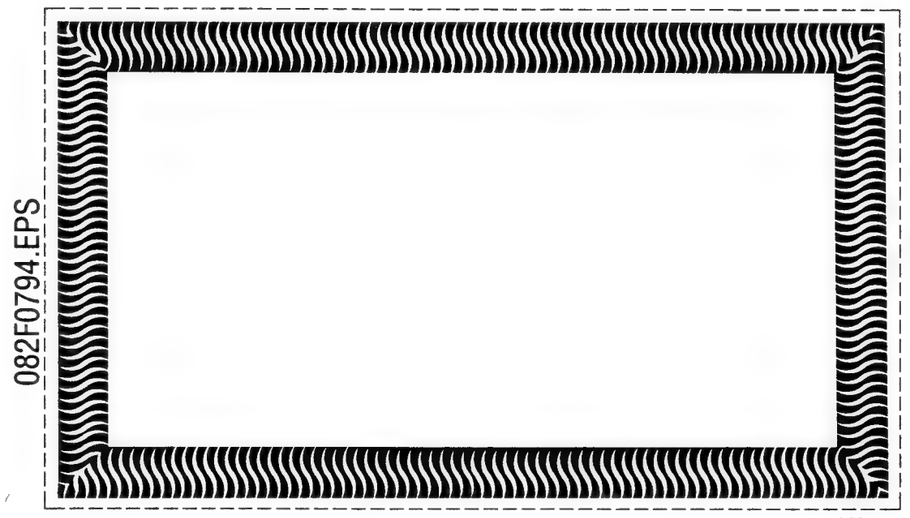


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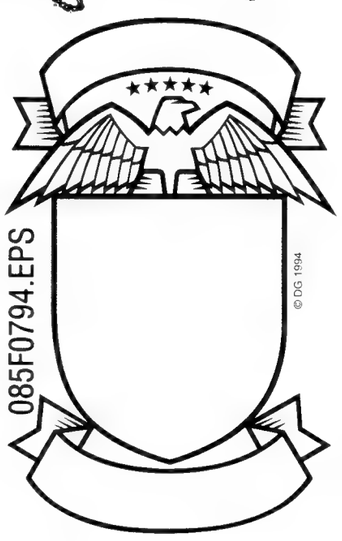


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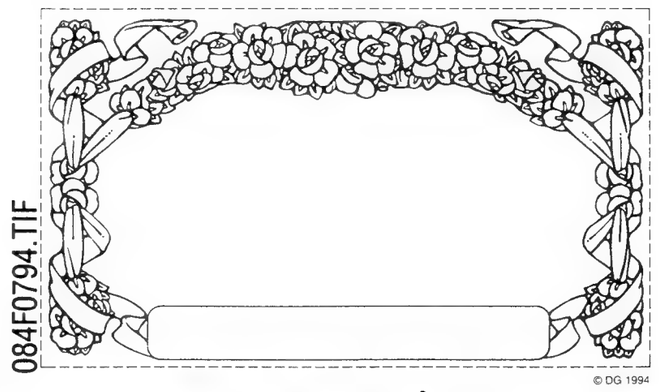


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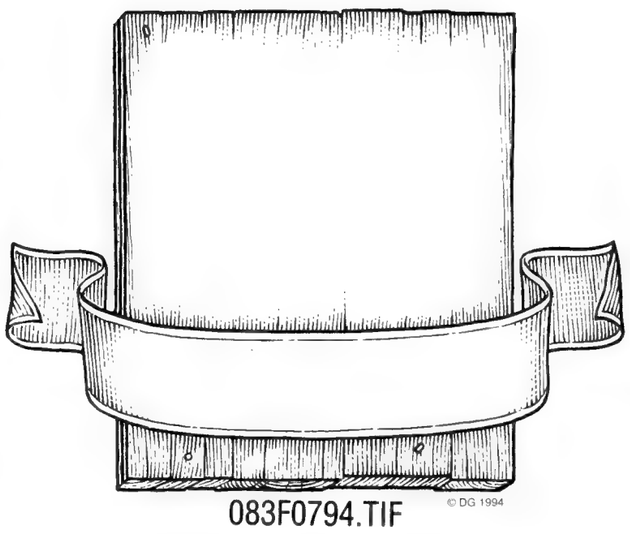


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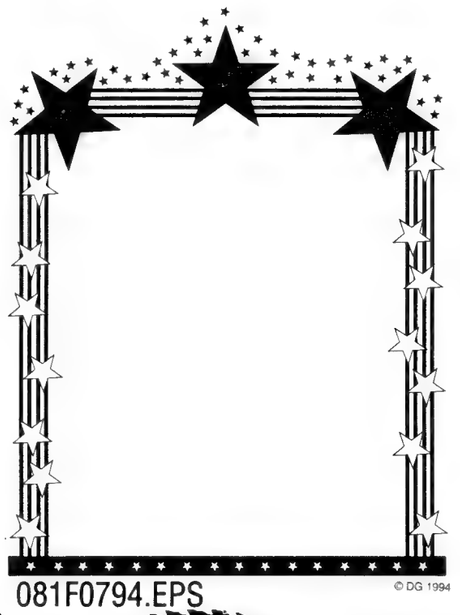


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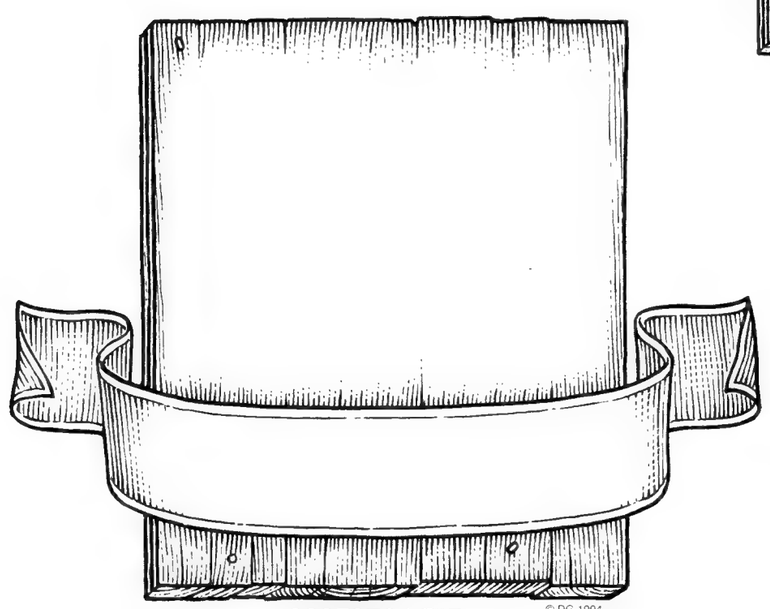


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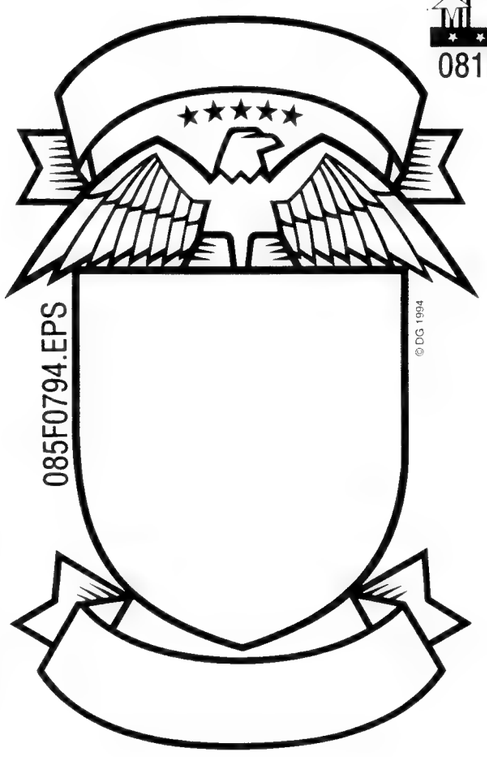


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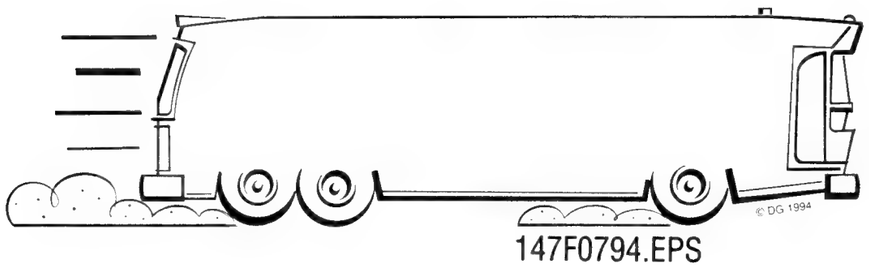


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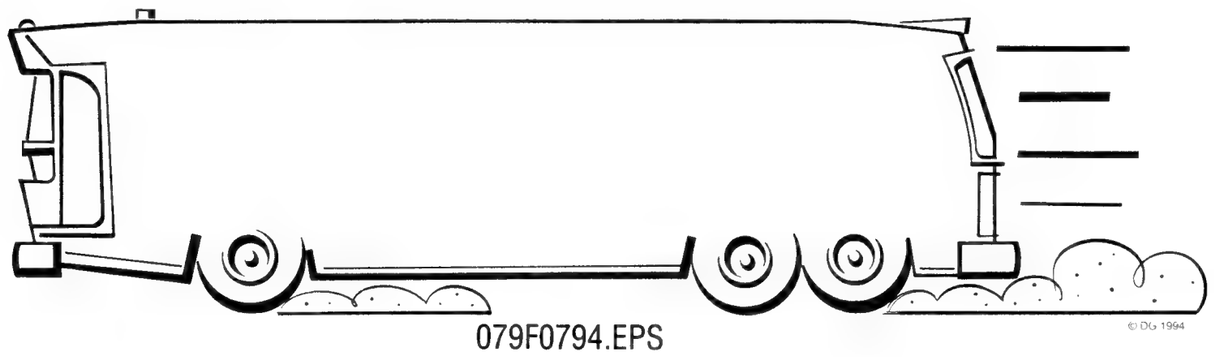


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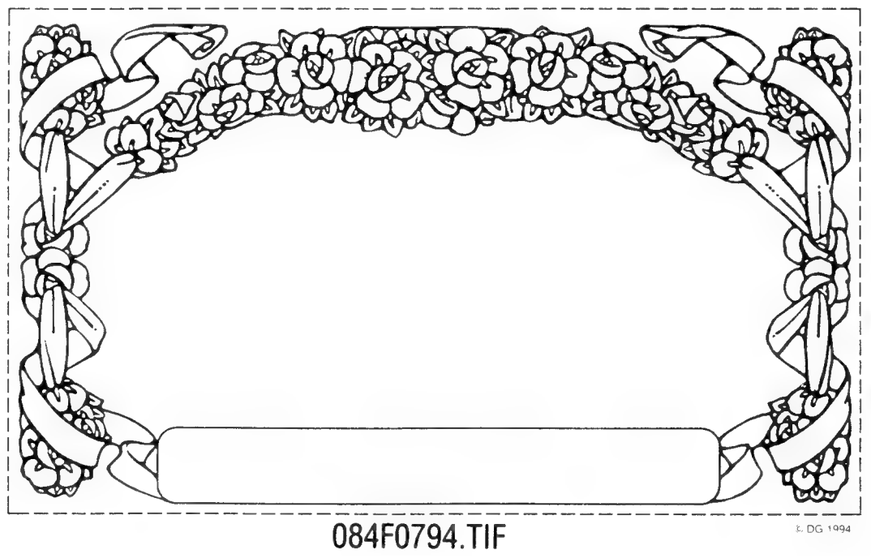


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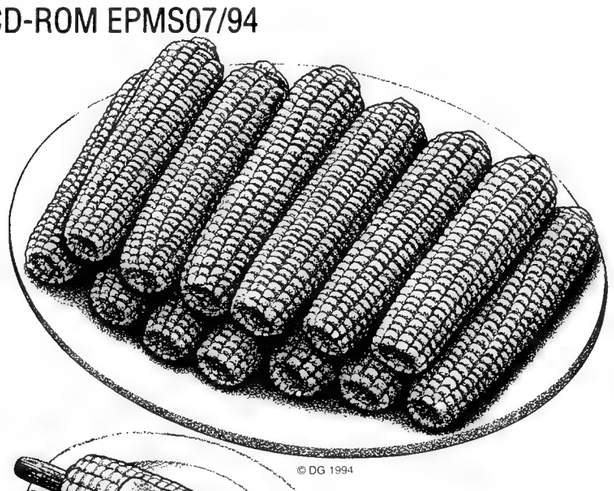


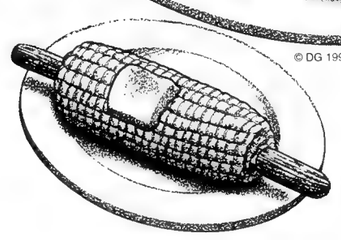


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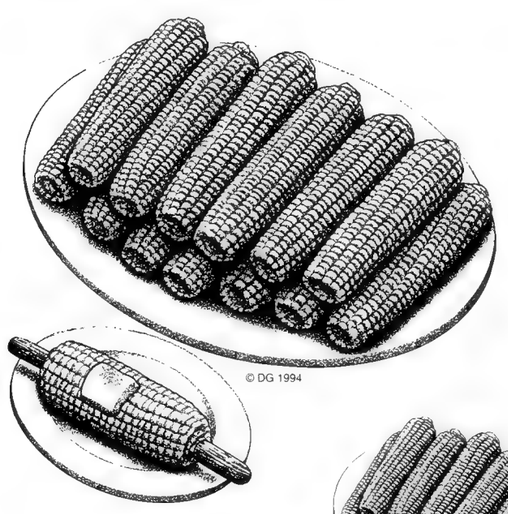


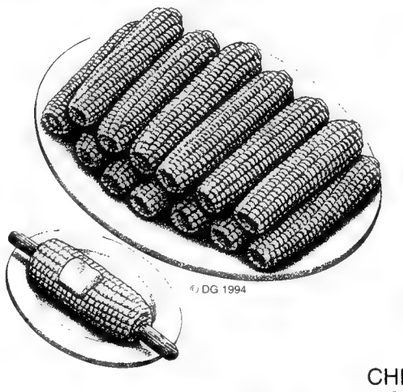

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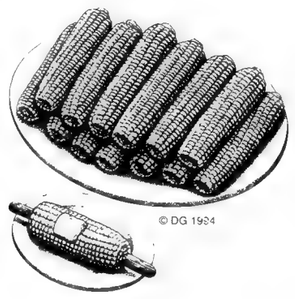

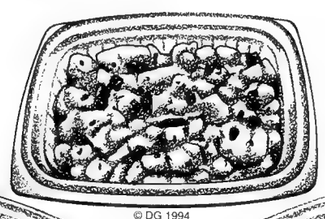


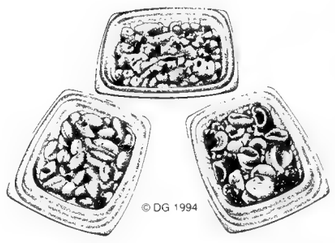

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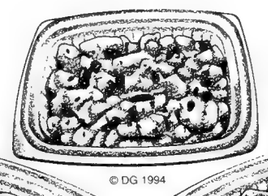

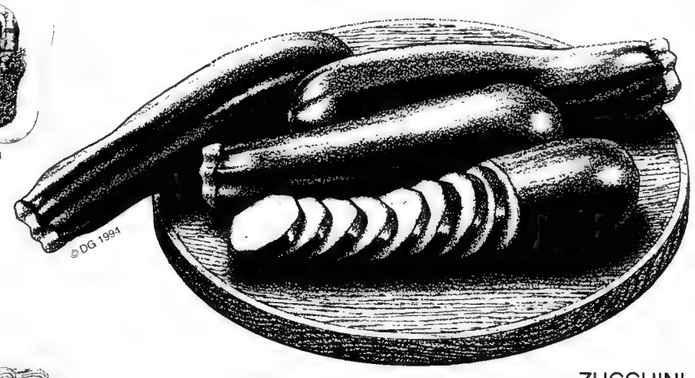


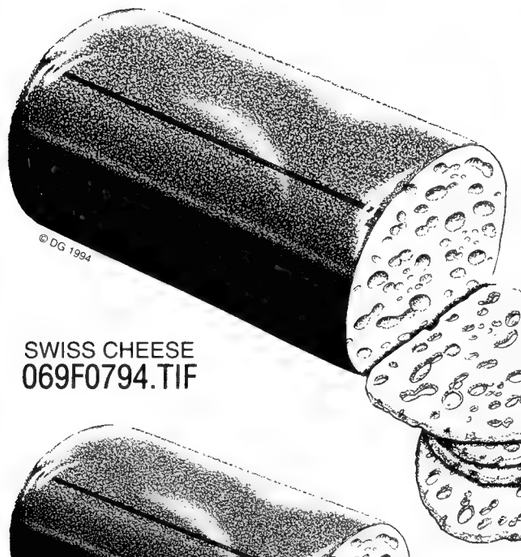


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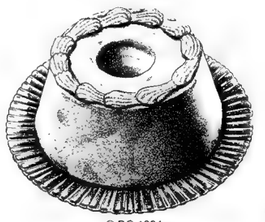


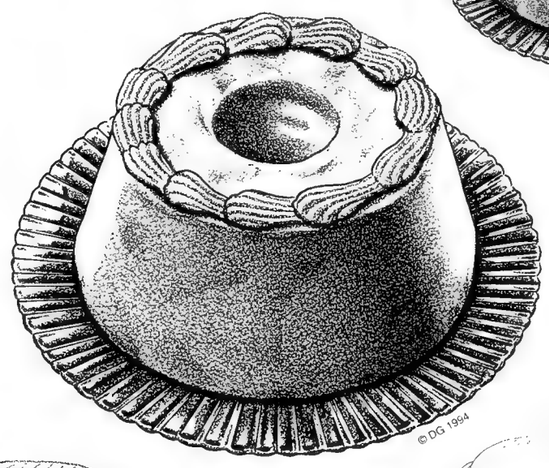


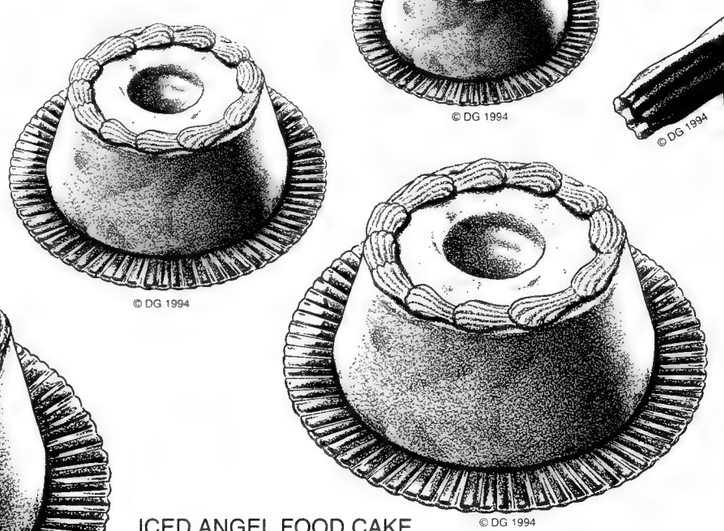


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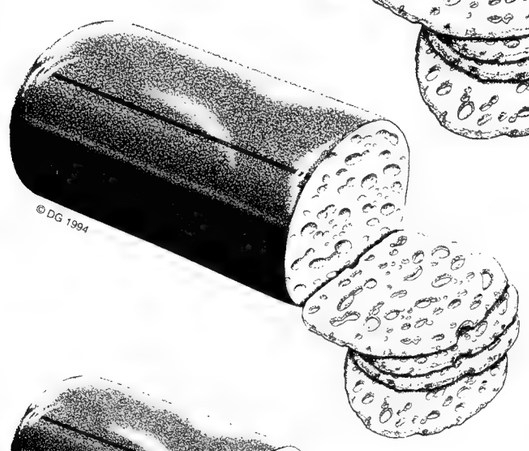

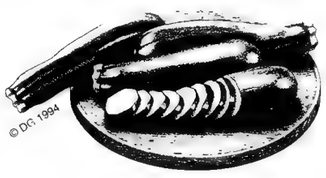


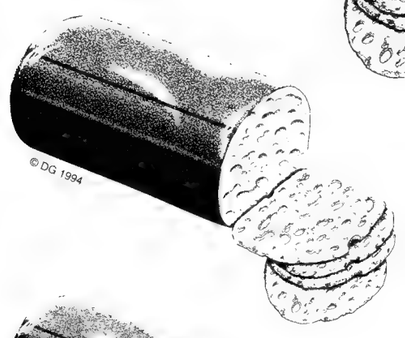

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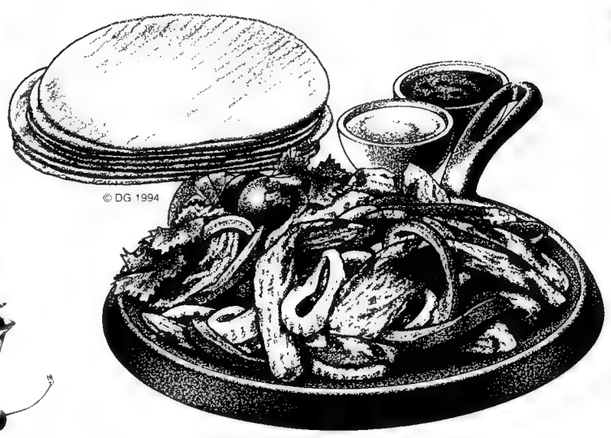

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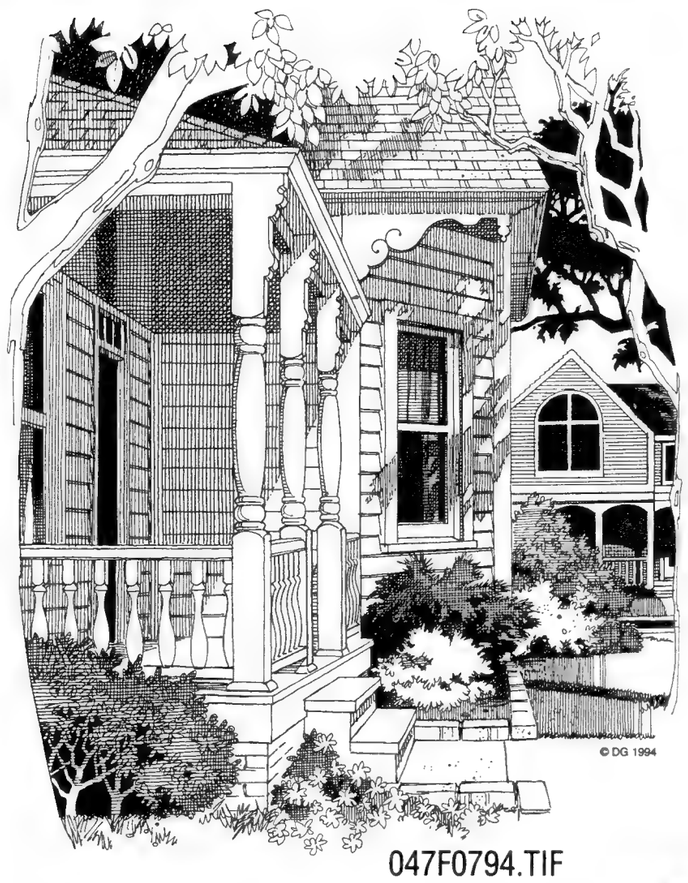


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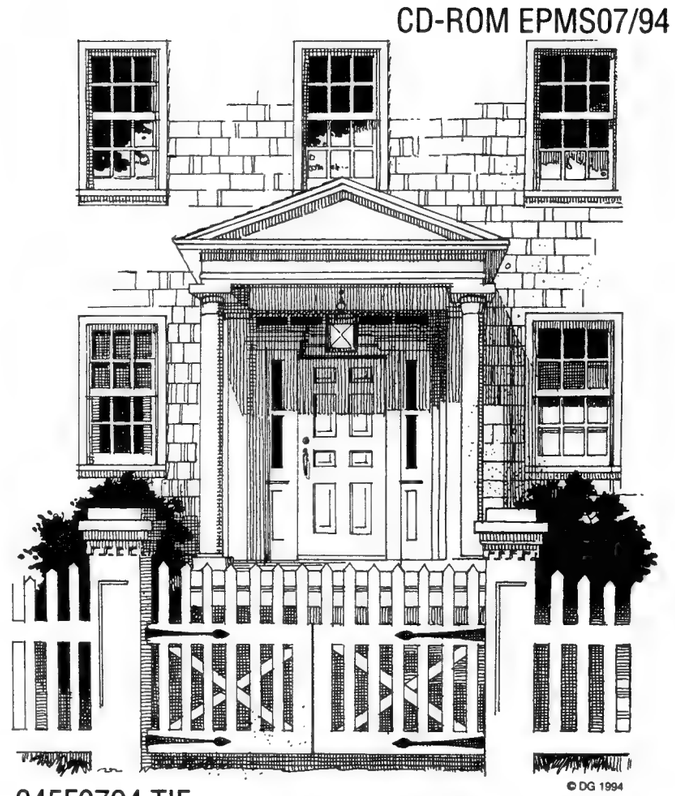


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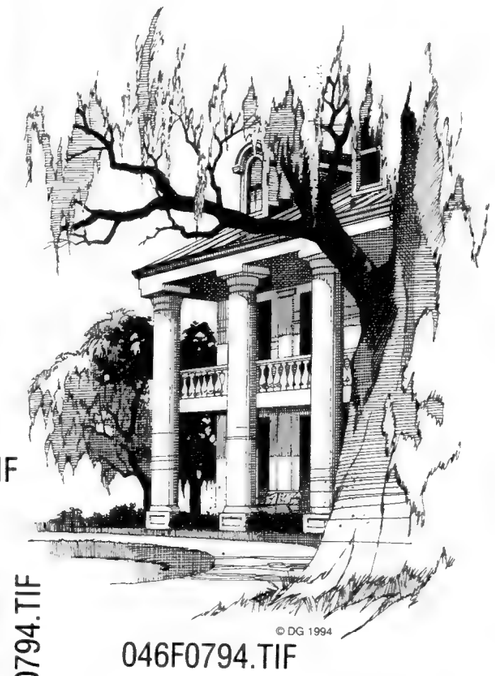


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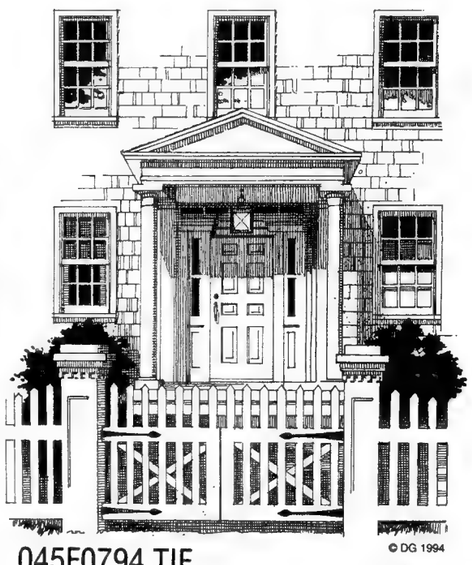


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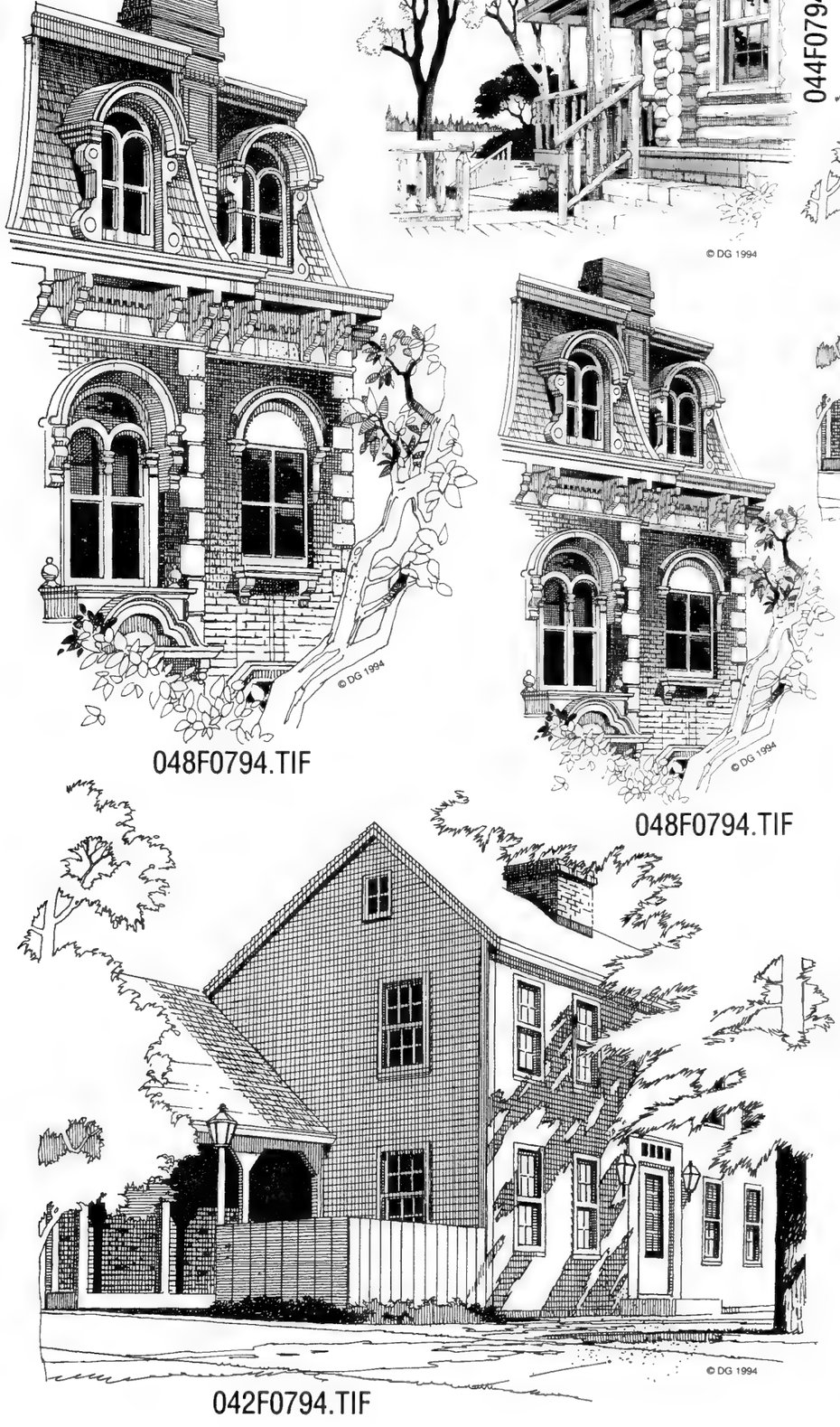


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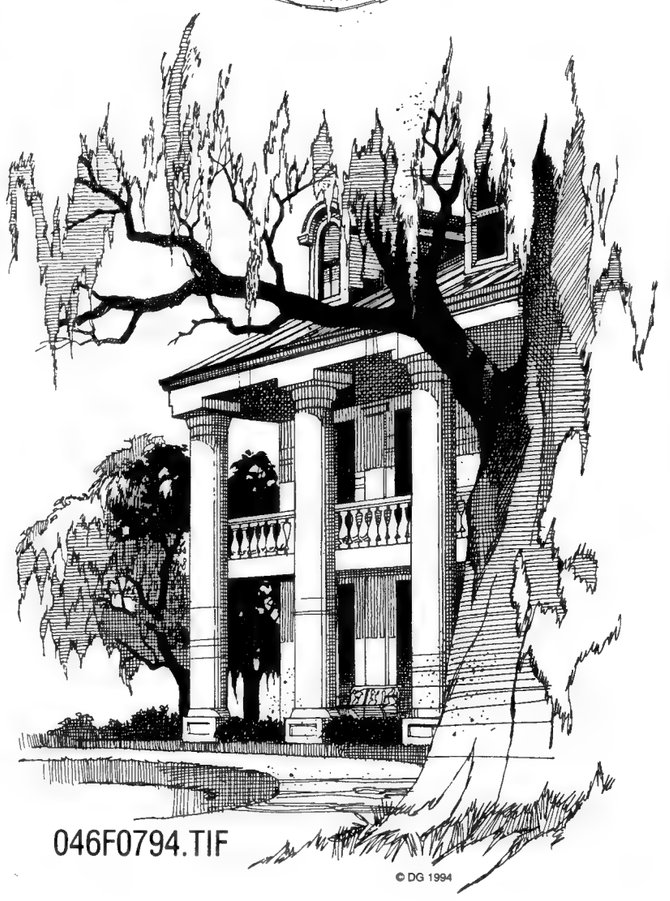


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CD-ROM EPMS07/94

# BUSINESS & COMMERCE

An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!

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LOCKSMITH

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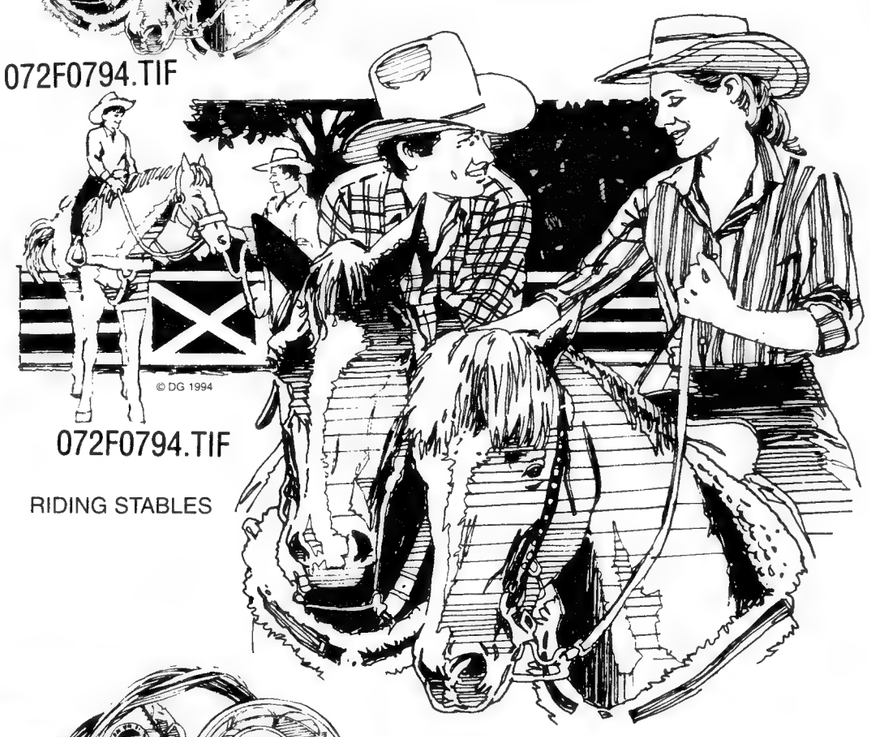


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RIDING STABLES

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LUGGAGE & LEATHER GOODS

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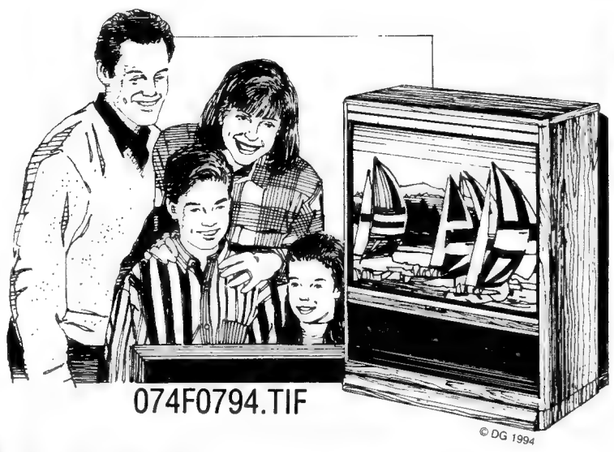
GOURMET GIFT BASKET

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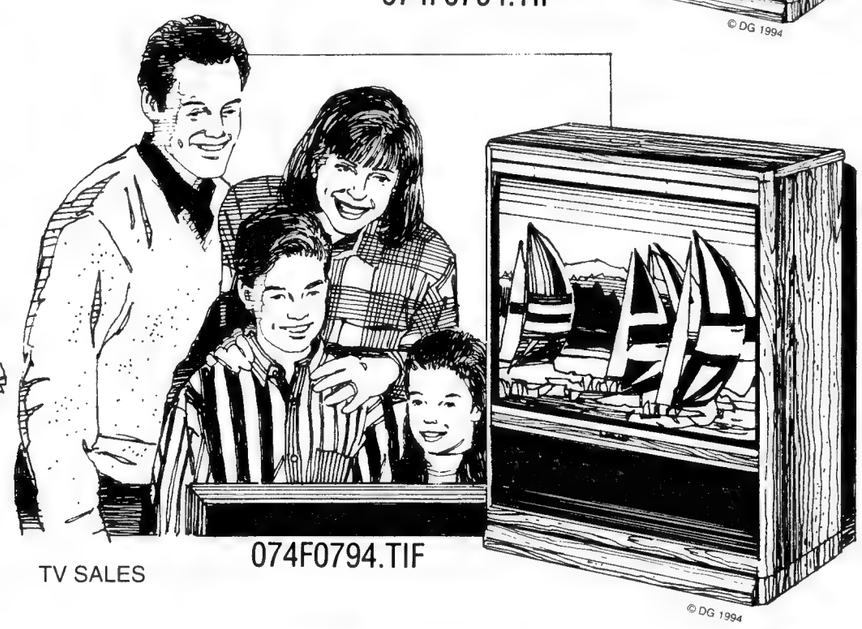


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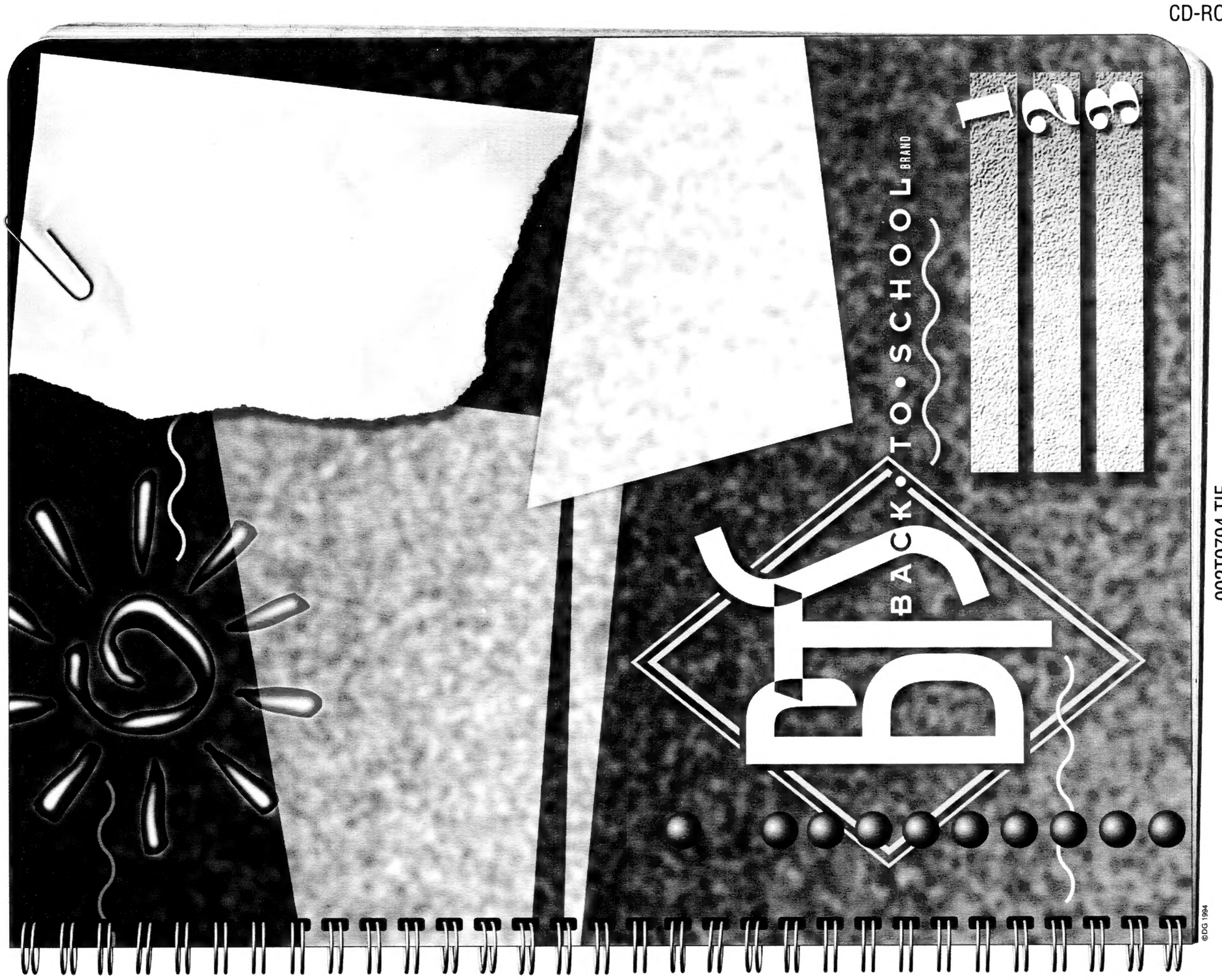


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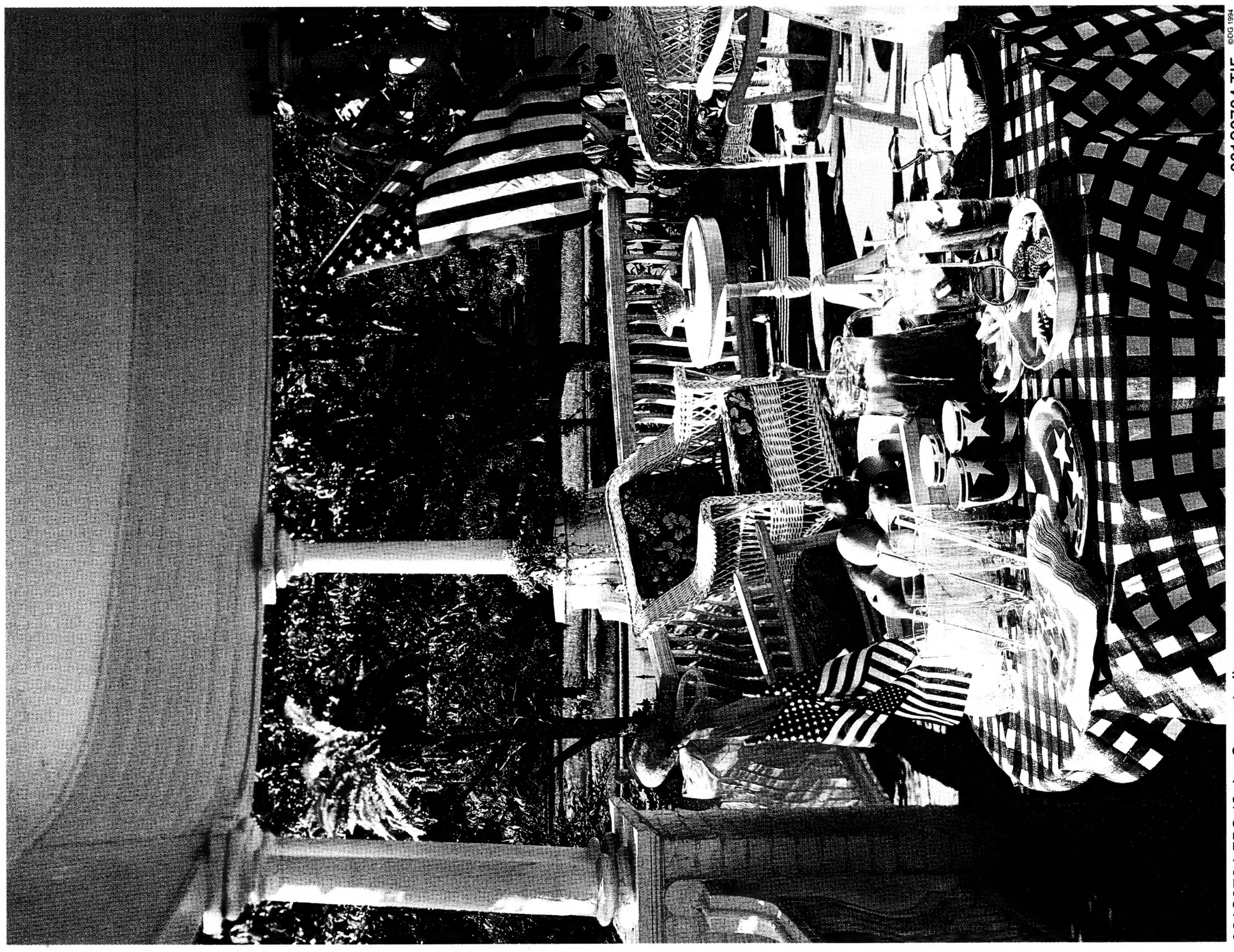
**Shown below is the full color proof of the color separations appearing on pages 27 and 28.**

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001C0794.EPS (Color Separated)

**Note: Numbers identify images for Electronic PMS subscribers.**

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• RED PLATE

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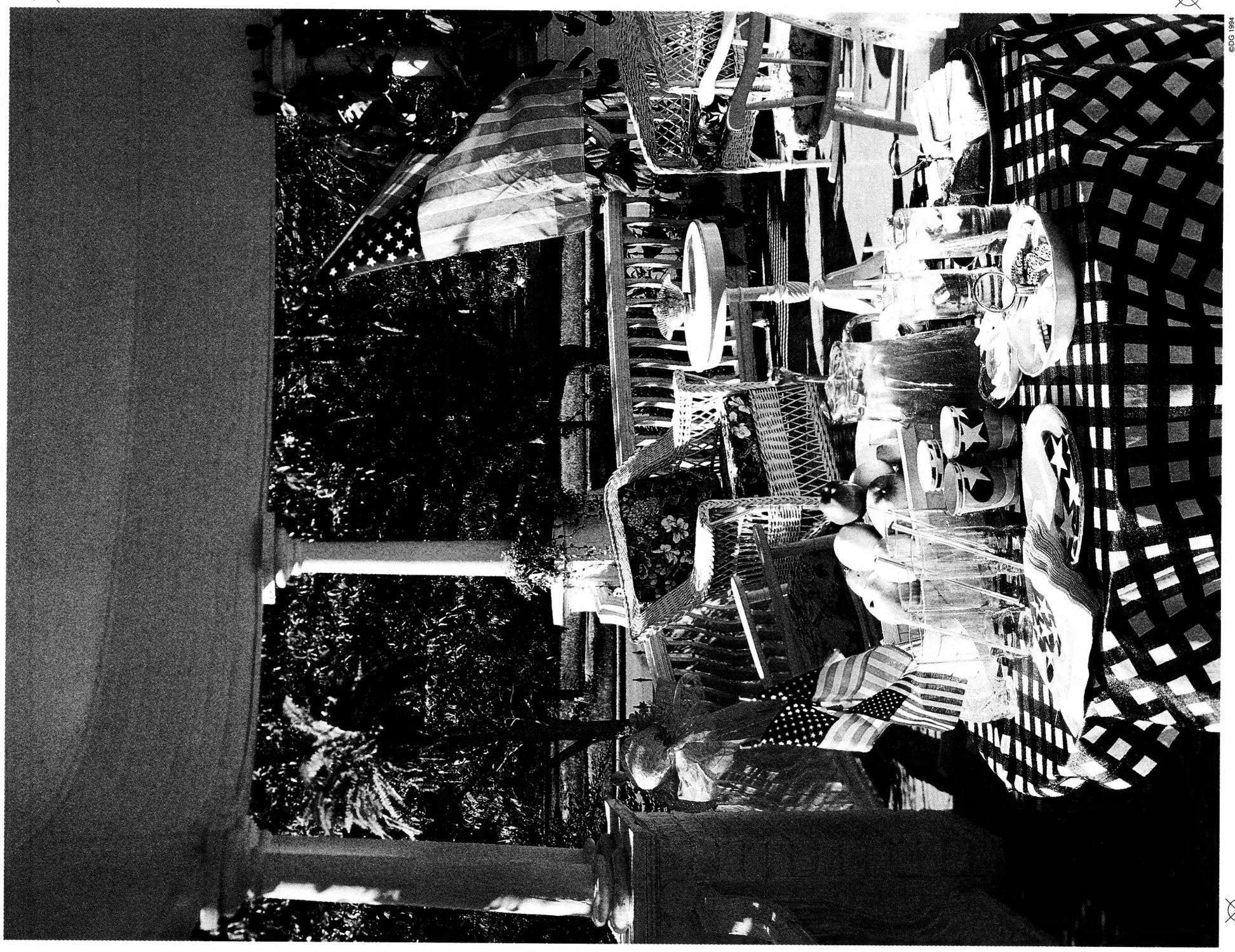
• YELLOW PLATE



• BLUE PLATE

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**This Print Media Service 4-color separation is camera ready.** Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.

• BLACK PLATE

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